

October 2021

Marketing Portal a Strong Asset to Your Business

Your Exclusive Source for Marketing Tools and Brand Resources

Launched at the beginning of this year, the CBC Marketing Portal includes numerous tools to help you connect with existing and potential customers, promote your business, and share the benefits of custom metal buildings. The Portal is a one-stop shop for polished, professional marketing materials you can either order for print/purchase or download and use a favorite, local printer/vendor of your own.



“THE MARKETING PORTAL HAS MADE IT EASY FOR OUR BUILDERS TO MAKE MAILERS FOR TRADE SHOWS AND SEND THEM TO A TARGETED MARKET. THEY HAVE ALSO HAD SUCCESS CREATING BANNERS AND OTHER CUSTOM PIECES.”

– SALES AND MARKETING ADMINISTRATOR

Within the Portal, is the ability to easily customize flyers, print and digital advertising, jobsite signs, banners, various digital marketing templates, USA-made apparel, and much more. Our professional-designed templates are pre-loaded with product info, professional project photos and the current CBC Steel Buildings Authorized Builder logo. Each template also offers opportunities for customization, allowing you to include your company logo, contact info, and even photos of your past and current CBC projects.

We are happy to walk anyone in your company through a demonstration highlighting how to use the program and what types of marketing pieces are available. In addition, we have a recorded webinar that gives you details on

how to access and use the Portal. You can watch the webinar at any time and share it with others in your company who would find it beneficial.

To help you invest in the promotion of your company and your partnership with CBC Steel Buildings, the Portal provides you with numerous opportunities to utilize your marketing co-op dollars wisely. We encourage you to utilize professional photography to capture your

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WEBINAR**

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projects, which may be eligible for co-op dollars as well. Professional photography shots can be used to enhance your marketing pieces in the Marketing Portal, as well as can be entered into our Calendar Program each year. **For more information on our Calendar Program please visit our [website](#).*

If you have any questions about the Marketing Portal, please refer to our Quick Start and Frequently Asked Questions guides in the Help Section of the Marketing Portal. You can also ask for assistance using our [Marketing Portal Assistance Form](#).

Get Started Today!

Where do you start? Simply log into your [Builder Dashboard](#) account using your existing credentials and click on the Marketing Portal button.

Available Marketing Pieces in the Marketing Portal

- Authorized Builder Logo files
- Example Building Photos and Rendering
- Authorized Builder Apparel (+ co-branded)
 - T-shirts (long and short sleeve)
 - Sweatshirts
 - Hats (ball caps and knit beanies)
 - Safety shirts
 - Polos (long and short sleeve)
 - Quarter and Full zips
 - Fleece jackets
- Customizable Brochures and Flyers
- Customizable Digital Marketing ads
- Customizable Direct Mail pieces
- Customizable Print Advertising
- Customizable Signs and Outdoor Advertising
 - Billboards
 - Jobsite Signs
 - Vehicle Signs
 - Vinyl Banners
- Social Media and Website Content
- Radio Spot Advertising