

## NATURAL SELECTION PROMOTIONS, INC.

Does your company use hands-on, in-person product demonstrations - or are you planning to?

If you have ever coordinated a demo campaign, you know that organizing and staffing in-store demonstration events can be a logistical nightmare!



This is a pain that Natural Selection Promotions, Inc (NSP) knew well and struggled with for years.

Natural Selection Promotions has been a top-rated agency in natural and organic in-store marketing for years, earning a spot on the Promo 100 Top Shop list in 2013, 2014 and 2015. Now, NSP is making moves to lead the way in demo management software with the release of DemoPortal.

Natural Selection Promotions, Inc used the challenging experience of managing thousands of events monthly as inspiration for a custom-built, industry-specific proprietary demo management software. Utilizing their software allowed the NSP team to focus on growth, communication with clients, and better training their field representatives. More than anything, using this software saved the company money and time, allowing the business to grow to new levels.

NSP has been refining their internal software and systems since 2007. The intention of their software was to create the most efficient and simplest process for coordinating marketing events. Natural Selection Promotions' success with the internal software did not go unnoticed.

In 2015, several of NSP's clients requested to use the internal software for their own companies, calling the software a "hidden gem". When NSP agreed to develop a version of their software for manufacturers, the clients responded with a resounding, "hallelujah!"

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Natural Selection Promotions, Inc.

## AGENCY PROFILE

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Working with an elite team of developers, a new version of NSP's software was created to allow manufacturers to centralize event coordination and easily manage their brand ambassadors and demo agencies.

In 2015, Natural Selection Promotions released the beta version of DemoPortal to a select group of natural food manufacturers for testing. They also started to build out a national network of regional demo companies who specialize in natural and organic markets. DemoPortal is now filling out with thousands of store locations being added to the systems and demos happening every day across the nation.

Within the DemoPortal system, manufacturers can book their own team of reps or tap into a nationwide network of vetted demo companies. DemoPortal gives manufacturers flexibility to an unmatched degree, while keeping all the logistics and records in once place. DemoPortal users are able to book their brand ambassadors and fill gaps across the country using demo companies recommended by the local Whole Foods, Fresh Market or Vitamin Cottage.

The time saved when using DemoPortal is substantial. Clients using the software who coordinated 500 events per month are saving an average of 38 hours per month! Rather than emailing and calling to schedule each event, the booking process, product education and reporting can be completed for the whole campaign in a few clicks.

There is no doubt that NSP's DemoPortal is changing the landscape of the natural food demo industry. We are excited to see where this new technology will lead the event marketing industry in the years to come.

If you are interested in joining the beta test group of DemoPortal there are still a few spots open.

