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An Etech Global Services Company

Establishing Brand Consistency Across 1,000+ Dealer Websites

A manufacturing company with over 70 years of production experience needed to standardize its digital presence across an independent dealer network. Etech delivered a comprehensive audit program that unified brand representation and established accountability across dealer websites.

Challenge & Solution

The Challenge:
Fragmented Digital Brand Presence

Inconsistent Branding

- Dealer websites displayed inconsistent logo placement and brand visibility

- Product presentation varied significantly across dealer sites

Limited Homepage Visibility

- Flagship products absent from dealer homepages

- Reduced brand recognition at customer touchpoints

Lack of Standards

- No guidance provided to dealers on brand requirements

- No accountability framework for digital compliance

No Tracking System

- Unable to monitor brand representation across dealer network

- No reporting mechanism for compliance measurement

The Solution:
National Audit Framework

Etech implemented a standardized audit program across all certified dealer websites, creating a compliance framework that addressed:

Brand Standards
Evaluation matrix based on visibility and compliance criteria

Product Placement
Homepage positioning for products and promotional content

Visual Consistency
Logo, imagery, and product presentation alignment

Gap Analysis
Identification of barriers to customer engagement

Dealer Support
Actionable recommendations for site improvement

Customer Experience
Standardized design elements across dealer network

Implementation & Team

Audit Framework Components

Evaluation Matrix

- Custom scoring system for brand visibility
- Compliance measurement against corporate standards

Performance Dashboards

- Real-time dealer compliance tracking
- Audit outcome reporting and analysis

Standards Documentation

- Brand guideline distribution
- Implementation requirements

Team Structure

Digital Strategists

- Audit standard development
- Brand objective definition

Business Analysts

- Site audits and assessments
- Performance report generation

Auditors

- Comprehensive evaluation execution
- Process consistency maintenance

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Results & Value

Measured Outcomes

- **Brand Consistency:** Unified visual presentation across dealer network

- **Product Visibility:** Increased homepage placement of flagship products

- **Customer Experience:** Reduced friction through consistent design and navigation

- **Dealer Accountability:** Compliance monitoring through periodic audits

- **Brand Positioning:** Professional presentation reinforcing market position

- **Scalability:** Framework supports continued compliance as network expands

- **Partnership Strength:** Clear guidelines supporting dealer success while protecting brand standards

Why Etech for Dealer Network Management

- **Compliance Framework**
  Structured approach to brand standards

- **Performance Visibility**
  Real-time tracking and reporting

- **Industry Knowledge**
  Understanding of dealer-manufacturer dynamics

- **Scalable Systems**
  Framework adapts to network growth

Ready to Standardize Your Dealer Network?

Whether managing independent dealers, franchises, or distribution partners-Etech helps establish compliance frameworks that protect brand value while supporting partner success.

Contact us to discuss your dealer network challenges.

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