

Find Our Sales Tools On

 ZOOMcatalog

 **promo
marketing**
Media Services. Marketing Solutions.

ALEXANDER

KEEP YOUR BRAND
IN SIGHT!

Gain years of recognition and customer use with Alexander's

"Useful Tools For Every Day Life"



STEP 1: LOGIN

01

<https://alexandermc.zoomcustom.com>

STEP 2: CHOSE CATALOG OR FLYER

02

REQUIRED INFO: Customer Email Address & Logo .

The screenshot shows the Alexander website home page. At the top, there is a navigation bar with the Alexander logo, a 'LOGIN' link, and a 'SIGN UP' button. Below the navigation bar, there is a main heading 'MAKE OUR CATALOGS AND FLYERS YOUR OWN' with a sub-heading 'Add your logo, contact information and more to our blank catalogs and flyers. Add them to your website, emails, marketing materials, proposals or post them to your social media sites.*'. The page is divided into two main sections: 'CATALOGS' and 'FLYERS'. Under 'CATALOGS', there is a card for 'Alexander 2022' with a 'Customize' button. Under 'FLYERS', there are three cards: 'Colorburst™ Screwdrivers', 'Auto Swag', and '6-in-1 Screwdriver', each with a 'Customize' button. The 'Customize' buttons include a US flag icon, a printer icon, a share icon, and a 'Customize' text button.

STEP 3: ENTER CUSTOMER INFO

03

- Supply As Much Info As Possible.
- Link End Users To Customer's Website & Email Via The Catalog.
- Option To Reach Out To The Customer, Or Send Through Zoom Directly.
- Upload Logo, Click "CREATE CATALOG".

The screenshot shows the 'Customize a Catalog for your Customer' page. At the top, there is a navigation bar with the Alexander logo, a 'Log out' button, and a menu with items: Home, Customize Catalogs, Customize Flyers, Distributor Flyers, Distributor Catalogs, Manage Reps, and Change Admin Password. The main heading is 'Customize a Catalog for your Customer'. Below this, there is a section for 'CUSTOMER NOTIFICATION EMAIL' with a question 'Would you like us to automatically send the customized catalog link and information to the customer after you have created it?' and two radio button options: 'Yes, send the catalog information to the customer. NOTE: if you do not include an email address below the email will not be delivered.' and 'No, do not send the customer an email. I will send them the information myself.'. Below this is a section for 'SELECT A CUSTOMER: ADD, EDIT AND REMOVE CUSTOMERS FROM THE LIST' with a note 'Only you will be able to see the customers you add in this section. They will not become part of the general database.'. There are input fields for 'Carol Signs & Advertising', 'Lewis', 'Last Name', 'Lewis@carrollsigns.com', 'https://www.carrollsigns.com', and 'Phone Number'. Below these is a 'REPLACE LOGO' button with a note 'Image must be .png (preferred) or .jpg.' and a logo placeholder. At the bottom is a 'CREATE CATALOG' button. On the right side, there is a section for 'ADD MULTIPLE CUSTOMERS AT ONCE' with a note 'Add multiple customer profiles at once by uploading a CSV spreadsheet. You must set up your spreadsheet according to our template. Click here to download the CSV template.' and a 'BROWSE TO FILE' button. At the bottom right, there is a footer with 'Copyright © 2021 ZoomCatalog LLC', 'Privacy Policy', 'Terms of Use', and 'Support'.

STEP 4: NAME CATALOG

04

Choose a client safe name, click "START".

Customize This Catalog

Add your Logo, Contact information or Cover to make it your own.

Start by naming your catalog:

Carroll Signs Catalog

START

Alexander 2021 by Alexander Mfg Co. Expires: Dec 31, 2021

2022

CS&A™
CARROLL SIGNS & ADVERTISING

Useful Tools For Everyday Life

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IN SIGHT!

TOOL/WORX DESK/WORX DRINK/WORX SPA/WORX

TIPS!
Name & URL: The name of your catalog will become part of the catalog URL. If you change the name of your catalog, the catalog URL will change. We recommend including your company name.

STEP 5: PLACE CUSTOMER LOGO

05

- Uploaded Logo Will Already Be Located In The Center Of The Cover.
- Drag To Open Space & Scale As Necessary.
- Confirm All Customer Info, Click "SAVE".

ADD YOUR CONTACT INFORMATION

CONTACT US

No Contact Information

Custom contact information

Contact Information From My Profile

Logo type

No logo

Use the logo on my profile

Select the customer information you want to appear on the catalog. Editing these fields will permanently update their listing in your ZOOM database and update previous catalogs you personalized for them.

Distributors:

Select Customer

Company: Carroll Signs & Advertising

Email: Lewis@carrollsigns.com

First Name: Lewis

Last Name:

Phone:

Web: https://www.carrollsigns.com

SAVE

Alexander 2021 by Alexander Mfg Co. Expires: Dec 31, 2021

2022

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TIPS!
Contact Information: Add contact information to appear in the corner of your catalog. Use information from your profile, add new information or use a combination of both.

STEP 6: LINKS & SHARING

06

You Will Be Taken To A Page With All Sharing Info.

- Copy Link & Place Into Your Own Email Body
 - Or Choose "Send In Email" Option.
- All Links Will Be Sent Directly To You By Email Upon Completion.

Home Customize Catalogs Customize Flyers Distributor Flyers Distributor Catalogs Manage Reps Change Admin Password alexanderc | Log out

Your customized catalog is ready
You are now ready to start sharing and promoting your new catalog.

[COPY LINK](#) [EDIT CATALOG](#) [OPEN CATALOG](#)

What should you do next?

Email your catalog to your contacts
Make sure your customers, team, and everyone else gets your new catalog. [SEND IN EMAIL](#)

Download PDF version
Easily print or save the pdf. [DOWNLOAD PDF](#)

Add to your website
Embed your catalog. [GET EMBED CODE](#)

Share on social media
Tell your followers. [SHARE NOW](#)

Your Catalog Cover

STEP 7: NAVIGATE TO "DISTRIBUTOR CATALOGS" TAB

07

Access Customized Catalog Links & Sharing Info Via This Page At Any Time.

Alexander alexanderc | Log out

Home Customize Catalogs Customize Flyers Distributor Flyers **Distributor Catalogs** Manage Reps Change Admin Password

Edit/Delete	Created	Title	Preview
Edit Delete	Tue, 10/19/2021	Carol Signs Catalog	

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The **TOP 5** buyers of **promotional products** are clients in **education, finance, not-for-profit, healthcare & construction.**

Promotional Swag costs on average .07¢ per impression!
Less than ONE PENNY!

83% of consumers say that **how brands treat them** is just as important as the **product they sell.**

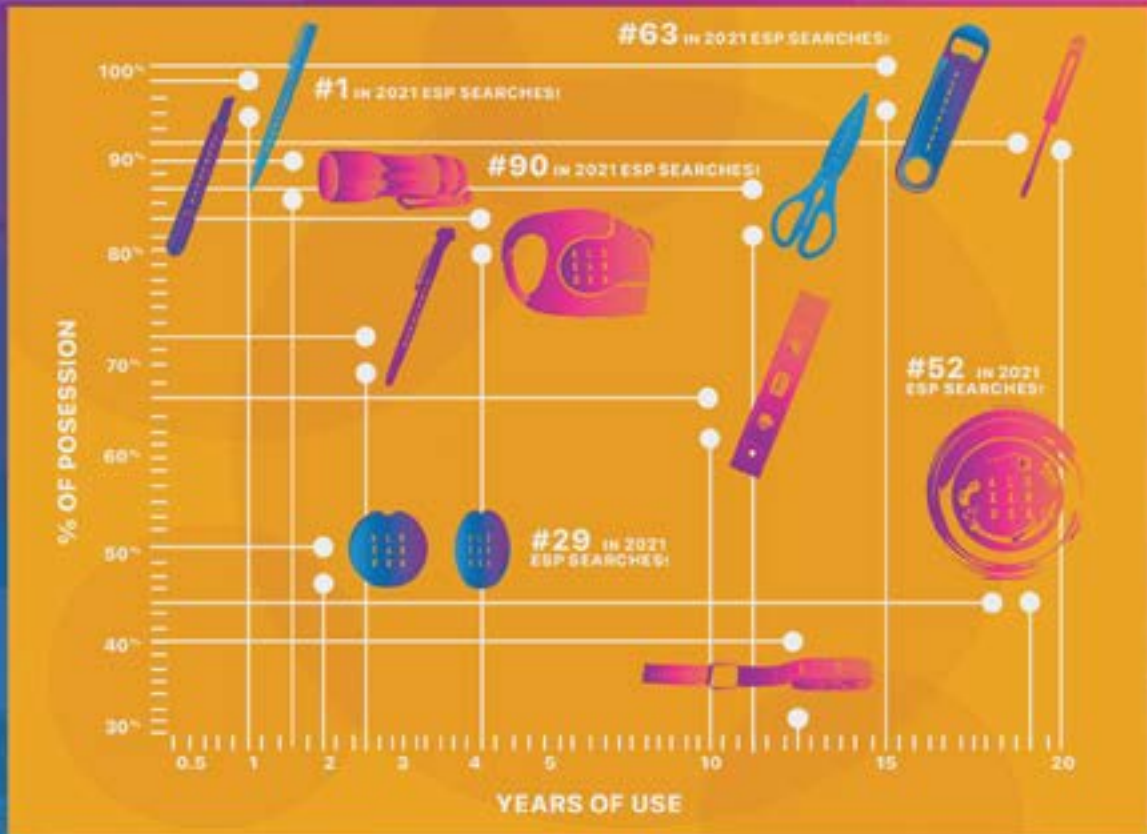
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Customers are more likely to pass swag along, than they are to discard it!



Writing Tools & Drinkware are the most common household items, with **over 80% of customers** owning at least one branded product.

Desk Accessories are the most valued item, often sticking around **over 1 year!**