



5-Step Guide To Deploying Enterprise Link Management at Scale *for Brand Marketers*

Waste in ad spend is an **epidemic** that impacts **60% of all digital marketing**

- ▶ **12% of Google ads** result in a broken link
- ▶ Brand consistency can **increase revenue by 20%**
- ▶ **46% of marketers** say poor data quality and accuracy negatively impacts marketing optimization

You already know how critical your brand is with every impression.
The problem is getting *everyone on the same page*.

Speed to deploy

Consistency with every touch

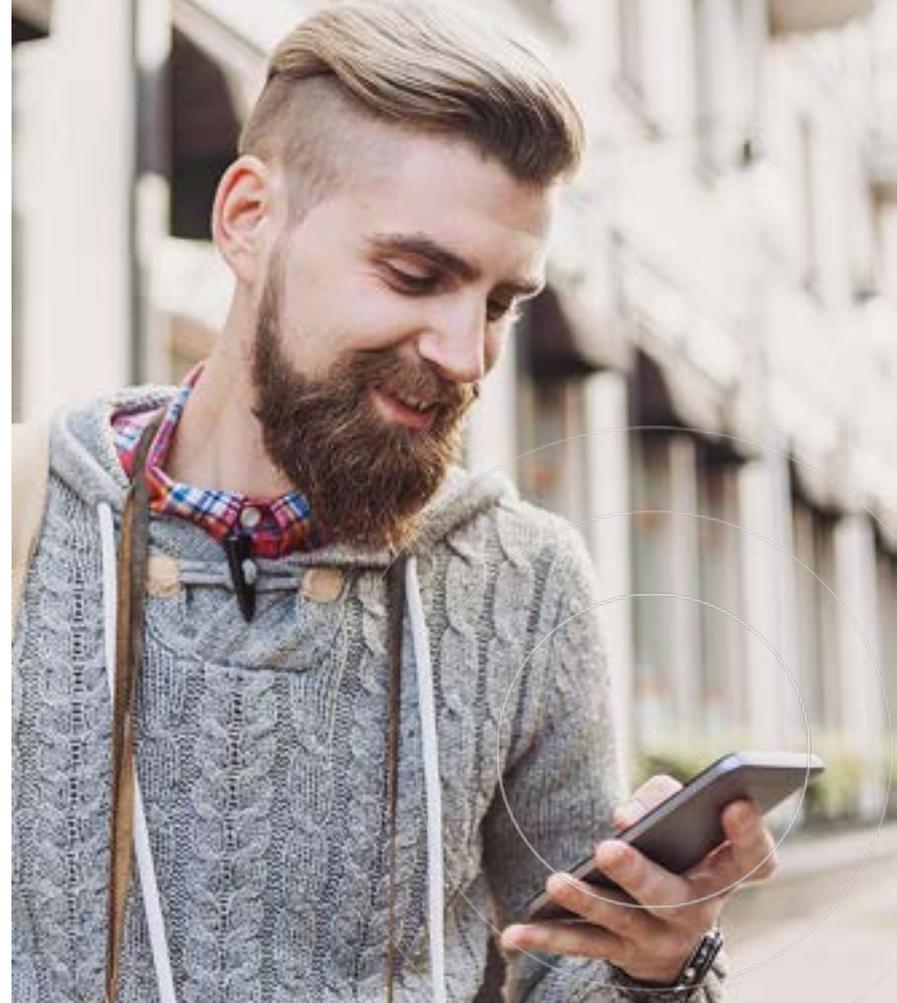
Confidence in doing it right



What We Believe?

Our customers spend millions of dollars to create the perfect assets and customer experiences. Your links are as critical as the destinations.

BLINK provides branded short links and QR codes for global brands. Meeting the complex needs of security, legal, privacy, and governance sets BLINK apart from the free tools that are unacceptable to most organizations.



Why It Matters

The best links are long, descriptive, and packed full of critical attribution data that provides intelligence and insights with every click.

But *nobody* wants to click on a link that looks suspicious or untrustworthy.



https://help.bl.ink/support/solutions/articles/36000248442-anatomy-of-a-short-link?utm_source=product&utm_medium=organic&utm_campaign=helpdesk&utm_term=intro&utm_content=newsletter&contact_id=uf83jc92y&initiative=brand-activation&method=sms

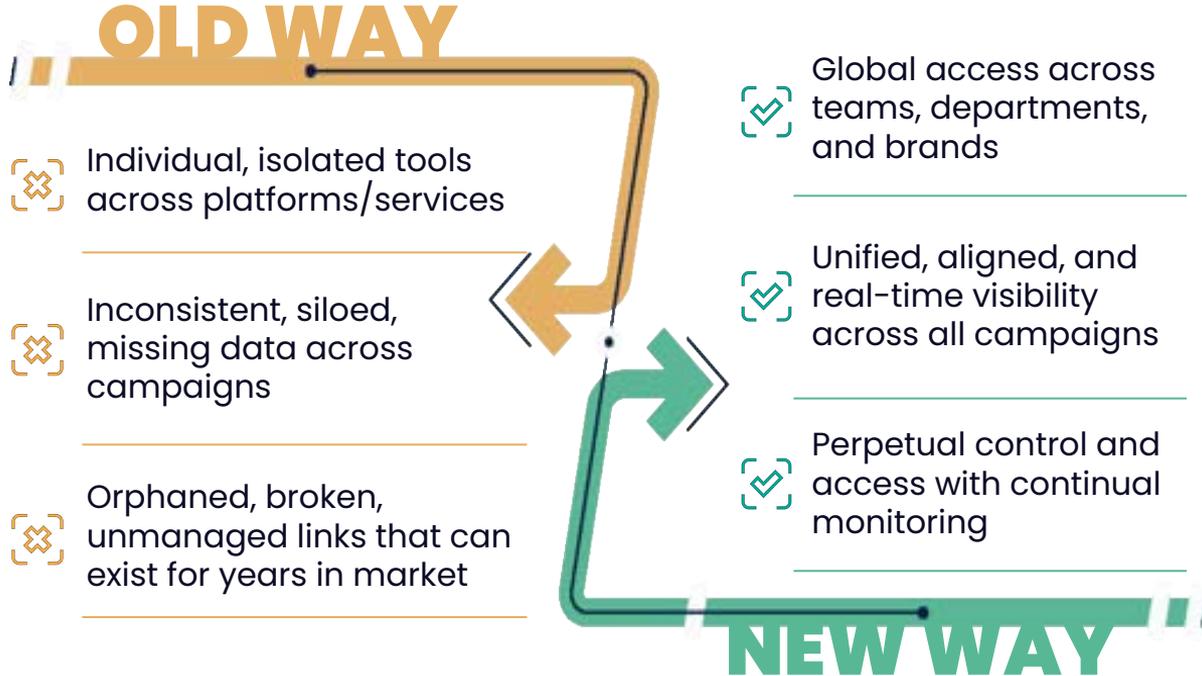


BL.INK Makes it Better

<https://bl.ink/anatomy>



Everyone Rows Together



What is Enterprise Link Management?

- ✔ Unified platform across teams, departments, agencies, and brands
- ✔ Meets privacy, legal, and security standards
- ✔ Collaborate across teams and tools - no silos
- ✔ Standardization - consistency across campaigns creates better decisions
- ✔ Integrates with other platforms natively and with open API
- ✔ Flexible to deploy across endless use-cases

Our Story

Founded in 2008 - we serve the world's largest and most recognizable brands.
BL.INK makes millions of customer engagements better every day.

Global Brands, Consumer, & Retail



logitech



HubSpot



facebook



Kimberly-Clark



Telstra



Hilton

ESTÉE LAUDER

Honeywell

A ATlassian

patagonia

Fender

Financial Services + Healthcare

Bank of America



BANK OF WEST



Fidelity

OPTUM

Marcus



us bank

Comerica

PIMCO



PACIFIC LIFE

AMROCK

UnitedHealthcare



#1 Key to Success

Standardization and Consistency



1. Identify Your Champion

“Destination is not fate, it’s navigation.”

- ▶ How have successful tools been launched in the past?
- ▶ Gather experience from those who have done it before
- ▶ Provide guidance and governance across teams
- ▶ Navigate challenges and distractions
- ▶ Set Priorities and Escalations



2. Data Drives Decisions

“Without data, you’re just another person with an opinion.”

- ▷ Better data means better decision making
- ▷ Opportunity cost of uninformed decisions is real
- ▷ Ease of use accelerates deployment
- ▷ Equal access expedites opportunities



3. Training Yields Talent

“If knowledge is a power, then learning is a superpower.”

- ▶ Managed onboarding will accelerate adoption and increase platform value
- ▶ Training delivers consistent utilization and a common global language
- ▶ Support multiple learning styles - written documentation, videos, group training, 1-1 support
- ▶ Training sparks ideas, discussions, and hidden opportunities
- ▶ Training never ends - ongoing education and support elevates results



BL.INK @ Coca-Cola

Since 2009, BL.INK has supported the global teams at Coca-Cola including agencies, vendors, and employees. You will find BL.INK embedded in vending machines, software, packaging, tools, and campaigns along with BL.INK links in every SmartLabel product code.

- ▶ Cross-brand, multi-domain support with unique campaigns and needs
- ▶ Supporting hundreds of users across global teams, agencies, vendors, and campaigns
- ▶ Real-time integrations, reporting, monitoring, and escalations
- ▶ Packaging, Vending, Hardware, and Software integrations
- ▶ BL.INK provides a managed first-touch for every engagement

The Coca-Cola logo is displayed in its classic white script font against a solid red background.

4. The More You Use It, the Faster You Go

Consistency › Speed › Trust › Stability

- ▶ Ensure that every touchpoint is consistent, unique, & personal
- ▶ Brand visibility increases trust and confidence
- ▶ Value compounds with adoption



5. Support Success with Stories

“Those who tell the stories rule the world.”

- ▶ Create a cadence of storytelling to share, inform, & educate
- ▶ Highlight the challenge and the results - numbers win
- ▶ Piggyback existing channels and highlight involvement in other success stories

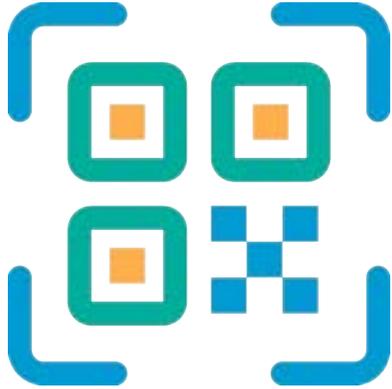


*“BLINK has saved us
hundreds of hours and
reduced wasted ad spend
by millions of dollars.”*

- Sam Valind, Sr. Data Architect,
Room & Board



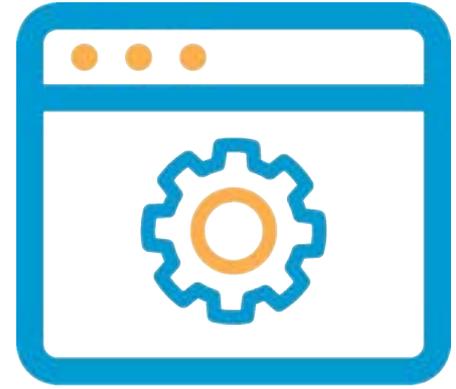
Next Steps



[More Resources](#)

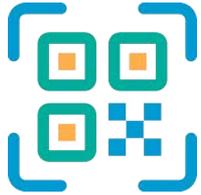


[Start a Trial](#)



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Next Steps



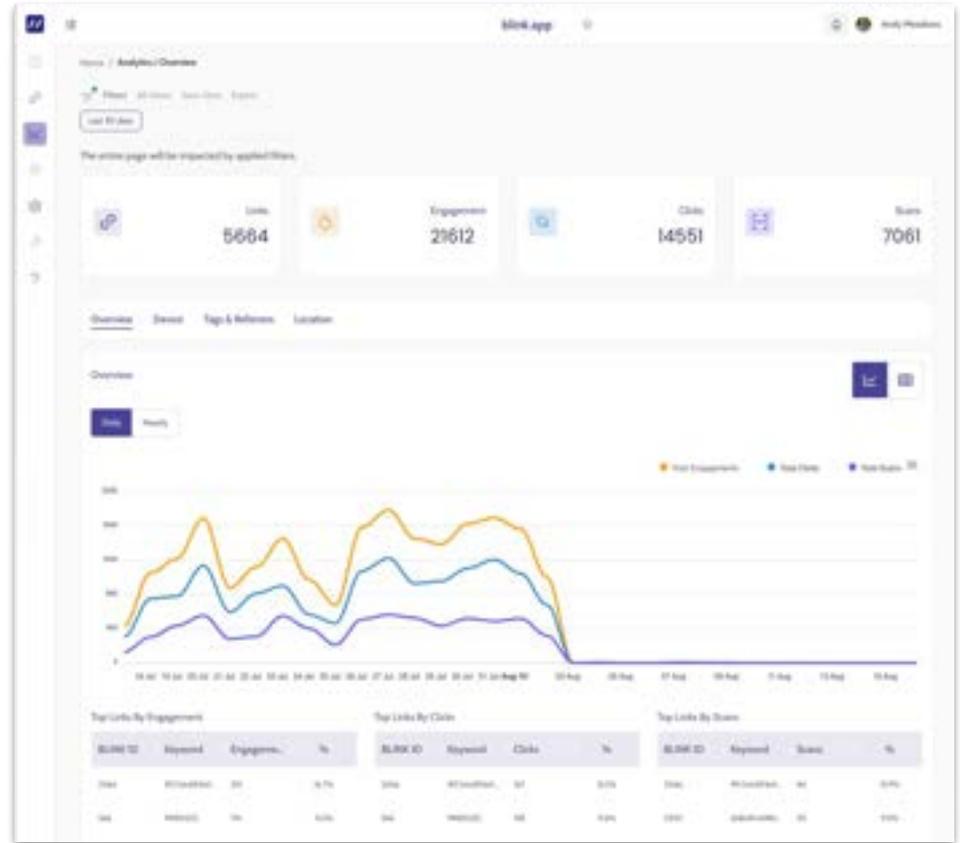
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Thank You

More Questions?

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