

Ancient Nutrition Takes Demo Program Straight to the Top of Its Category

Since coming on to the scene in 2016, Ancient Nutrition has made in-store demos a central part of its marketing strategy. Here's how they scaled their demo program to fuel their explosive growth by partnering with Promomash.

WITHIN A YEAR OF PARTNERING WITH PROMOMASH

5X

INCREASE IN
DEMO PROGRAM

80%

WEEKLY TIME
SAVINGS

18%

GROWTH IN SALES
PER DEMO

600%

ROI FROM IN-STORE
DEMO PROGRAM



ANCIENT
NUTRITION

The Company

Ancient Nutrition made its mark in 2016 when co-founder Jordan Ruben, following previous successes in the health and wellness industry, discovered the next phenomenon to hit the natural foods market – bone broth protein. Thus began the company’s journey of focusing on whole food products to replicate the health, strength and vitality of our ancestors in our modern world. Today, Ancient Nutrition is the second leading brand in its category.



The Problem

Prior to Promomash, Ancient Nutrition was running a demo program that was limited by the capacity of the two people managing it. Taylor Salazar, National Demo Coordinator and Cindy Schwenk, National Sales Director, were maxed out running 400 demos a month and spent three to four days a week going through scanned paper reports, processing reimbursement approvals, having to look for receipts and forward invoices one by one to their accounting department.

“That’s all we could handle with the paper reports, and we couldn’t handle anymore,” said Cindy. Just coordinating the best routes for demo reps was a job in and of itself. “It would take me a whole three days to create someone’s routing,” recalled Taylor.

Additionally, because there was no system to track event results, it was difficult to impossible to determine whether the program was effective in driving sales. “We weren’t able to capture the data because we were so busy doing other things like repping and managing the country for sales that all that stuff just went out the window,” said Taylor.

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The Solution

Cindy realized quickly that the team needed help to scale Ancient Nutrition’s demo program. After reaching out to a friend in the industry for recommendations, she was referred to Promomash. Today, Ancient Nutrition’s logistical nightmare has come to an end. Not only has their time spent working through excel files, approving event reports and scheduling brand teams been streamlined in one platform, but they now have an entire Promomash support team behind them.

“It saved our lives,” Cindy recalled. “What used to take hours and even days now took minutes. We can literally approve 100 demo reports in 15 minutes.”

Through the Promomash platform, every aspect of the Ancient Nutrition demo program is now kept and centralized in one place, including event dates, scheduling calendar, payroll, approvals, brand team logistics, and event reports. This has given back to Taylor, Cindy and their teams extra days each week to focus on strategic initiatives and continue to optimize their demo program to its highest potential. Promomash also allowed Ancient Nutrition insights to see the most optimal days of the week and time of day when their products are selling best in store, so they could schedule their events to fit those time slots.

The Results

Within the first year of partnering with Promomash, Ancient Nutrition was able to scale their in-store demo program by 5x, or an increase of 400%. This was due in large part to the over 80% weekly time savings Promomash allowed Taylor and Cindy, who now can continue to optimize other aspects of their retail marketing. In addition to cutting their demo management workload by 80%, Ancient Nutrition has also cut 75% of their marketing personnel costs.

“We went from 400 [demos] to 2000 right away - I mean it was within a few months. Now we’re at 2200,” said Cindy. The increase in demos enabled Taylor to go on a hiring spree for demo reps to scale coverage. “We were able to blanket the country with reps in stores we had been meaning to connect with and support, and it was just an explosion,” said Taylor.

Just as amazing as their feat of scaling their program, Ancient Nutrition’s sales PER DEMO have grown by 18% since signing up with Promomash. After two years of utilizing the platform, the company is demonstrating a 600% return on investment for their in-store demo program. And they aren’t finished yet: the Promomash and Ancient teams have identified further improvements to their program that will significantly increase that 600% number and continue to lift their sales year over year.

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“Demos are essential. Necessary. Non negotiable. Demo reps are our eyes and ears for our company,” said Cindy. “If you’re interested in doubling your demo program or making it profitable, you need to go to Promomash and nowhere else. Our demo program is profitable. Period.”