

Fooji Doorstep

The fastest fulfillment network for delivering high-impact fan experiences



A quick overview

Fooji Doorstep is a fulfillment network designed and built from the ground-up to meet the exacting requirements of fan engagement today – with demands for delivering high-impact, customized merchandise, and innovative brand experiences. All delivered quickly, efficiently, and with next generation logistics capabilities.

Doorstep can be used by marketing, campaign, and operations managers as a standalone fulfillment capability, or blended with other products from Fooji.

Doorstep provides an effective solution to brand owners and managers that require more digital integration, innovation, and passion in the delivery of their physical brand experiences.

Managers can integrate their own campaigns with Doorstep for the complete peace of mind of an always-on, physical distribution service to their fan communities without using in-house resources.



Doorstep advantages

The Doorstep fulfillment network ensures the integrated physical delivery of exceptional fan experiences – nationwide.

Doorstep offers a comprehensive fulfillment approach for brand merchandise distribution to support always-on and campaign activities. And with storage, full brand wrapping of vehicles and staff, and inventory management, Doorstep experts can shape the right approach for any brand experience and merchandise brief. Fooji partnerships and open integration with a broad range of logistics providers enables Doorstep to offer the exact service that brands need – with express and autonomous delivery.

And for campaigns that need additional emotional connection and a wow factor, Doorstep integrations include DoorDash and specialist caterers for food delivery.

The benefits of Doorstep include:



Fully owned distribution and management for complete assurance and accountability



Digitized operations and logistics management for real-time visibility of campaign exposure, engagements, inventory, and logistics status



Available as standalone resource to support physical delivery of client campaigns



Integration capabilities available for client automation platforms



A range of models and options to suit campaign manager requirements



Hybrid digital and physical models available when combined with Fooji Fanfare and Fooji Crowdsail products



Operations architected to deliver sophisticated, high-impact brand experiences



Commercial terms align with the duration of the campaign



Works with existing branded merchandise or customized for campaign



Resilient fulfillment network used by leading brands and organizations



Inventory management and set-up managed by Fooji



Premium fulfillment service option available including drone delivery, wrapped vehicles, and food trucks



Warehouse options for secure, climate-controlled, cold, and frozen storage

Doorstep operations are fully in-line with the modern, digital marketing function. Capabilities can be blended with social and digital campaigns to fuse the very best campaign experiences across digital and physical direct marketing channels.

Fulfillment capabilities for every brand objective

Your planned brand merchandise and gifting experience is where the journey starts with Doorstep – but it's one that presents lots of exciting opportunities for innovative models and creative campaigns that achieve brand cut-through.

Doorstep services at a glance

Merchandise sourcing (if not supplied by client)	✓
Design/supply of packaging for distribution (if not supplied by client)	✓
Food and beverage provider sourcing (if needed for campaign)	✓
Merchandise storage and set-up inventory management	✓
Customized insertions (leaflets etc)	✓
Personalized insertions (letters etc)	✓
Design and production of custom insertions	✓
Pick and Pack quality assurance	
Data and labelling <ul style="list-style-type: none">• from Fooji Fanfare campaign• from client data and VIP audiences	✓
Managed distribution – integrations with UPS, USPS, FedEx	✓
Managed food distribution <ul style="list-style-type: none">• integrations with DoorDash• integrations with specialist caterers	✓
Specialist distribution i.e. vehicles, livery, costumes, drone	✓
Campaign analytics	✓
Return management	✓
Serialization of all kits for end-to-end tracking and chain of custody supporting high-value items	✓

Talk to Fooji fan experience management experts to plan and deploy the right fulfillment model for your brand or campaign challenges.

Use cases

Some of the most common use cases for the fulfillment network include:



Brand awareness

Create buzz and amplify exposure, starting in brand communities.



VIP engagement

Influence creators and commentators with innovative experiences.



Product trials and sampling

Gift products for real reviews.



Brand affinity

Create brand love with customized gifts and promotions.



Fan recognition

Give back to loyal fans and followers.



Sentiment shift

Increase positive perception with delightful experiences.

Next steps

Fooji is a leader in fan experience management solutions. Fooji Doorstep, our fulfillment network, has logistics and experience delivery capabilities to make any brand merchandise campaign a success. And with integration into Fooji Fanfare, Fooji Crowdsail, and client automation platforms, it's the perfect solution to create hybrid on-line and off-line campaigns.

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About Fooji

Fooji partners with brands to turn consumers into forever fans. With the technology and people to do it all, our platform offers a range of innovative products — managed and self-managed — to build campaigns, handle logistics, and empower brand teams to grow their fan engagement and deliver business outcomes.

Spearheaded by founder Gregg Morton, Fooji started as a simple idea: take interactions on the internet into real life. We have become an industry leader in brand engagement, driving more than six billion impressions for over 150 brands and delivering more than 500,000 experiences worldwide. Learn more at fooji.com, and follow us @gofooji to experience brand magic.

Contact Fooji today

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[Fooji.com](https://fooji.com)





For the love of brands.