

Local Marketing Budget Management: How It Works



Managing, allocating and approving requests across a number of marketing budgets — from co-op to market development funds and more — can become a complex task. Fortunately, a local marketing budget system can simplify that process.

HERE'S HOW A LOCAL MARKETING BUDGET MANAGEMENT TOOL WORKS:

1

ASSIGN BUDGETS TO INDIVIDUAL SALES CONTACTS IN ONE SYSTEM.



Corporate, district or regional managers can log into one system and assign specific dollar amounts to local sales teams. Vary dollar amounts as needed based on performance, vendor size, participation in advisory councils, or other criteria specific to your organization.

2

MAKE IT EASY FOR LOCAL SALES TEAMS TO REQUEST FUNDS.



Sales contacts can review current campaigns, use assigned dollars or submit outside expenses (like event sponsorships or outdoor advertising). Budgets and campaigns are easily accessible motivating local sales reps to use available dollars for local marketing efforts.

3

QUICKLY REVIEW AND APPROVE REQUESTS.



Requests are electronically routed to approving managers, making it easy to review and approve fund requests. Managers can spend less time tracking and managing budgets and more time on big-picture, strategic initiatives that move the business forward.

4

GET A CLEAR PICTURE OF MARKETING ACTIVITIES ACROSS REGIONS AND BUDGETS.



A local marketing budget management tool gives you a clear understanding of what's working across regions. Log in to see where local sales contacts are spending money, and match that against their performance. Share best practices and tips to help boost local sales.

Learn more about Vya's approach to local marketing budget management. Visit vya.com or call +1-800-426-7921.