

MRM: How It Works



A marketing resource management (MRM) system enables you to give local sales teams easy access to local marketing materials, while still maintaining control over the final message shared with audiences.

HERE'S HOW MRM SYSTEMS HELP MAKE LOCAL MARKETING AS SIMPLE AS 1, 2, 3:

1

COMPELLING AND CUSTOMIZABLE TEMPLATES ARE EASY TO USE

Create engaging local marketing templates that local sales teams can customize with:

CONTACT INFORMATION



DEMOGRAPHICS & CO-BRANDING



LOCAL PRICING, SALES & RATES



Share campaigns with sales teams and be sure to offer training on implementation.

2

APPROVAL PROCESS IS AUTOMATED AND STREAMLINED

Once local teams customize templates, marketing and legal receive electronic notification.

The electronic approval process keeps materials moving forward, and it's a quick and easy way to approve and track items.



Assigned contacts can review, approve or request changes.



MRM systems also help provide an electronic paper trail in case of an audit.



3

APPROVED MATERIALS ARE PRINTED AND SHIPPED TO EACH CONTACT

When materials receive final approval from all necessary parties, they are sent into production.



Files are printed and shipped exactly where they need to go, whether it's a pre-selected mailing list, directly to the sales contact or a digital file ready for download.

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