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# MRRM: Making sense of local marketing

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STREAMLINED LOCAL MARKETING REDUCES  
COSTS, INCREASES LOCAL SALES

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# Local Marketing, Made Simple

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Financial organizations face a balancing act when it comes to getting their products in front of consumers and boosting deposits at local branches: They must rely on local branches, managers and loan officers to share consistent, compliant messages and marketing materials.

Left to their own devices, these local sales teams may share unapproved materials that damage the brand or risk regulatory exposure. However, if restricted too closely by corporate, these local teams may not share any local campaigns out of frustration with messages that don't resonate with their audience.

Fortunately, there is a simple solution: **Marketing Resource Management (MRM)**.



# Marketing Resource Management

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Marketing resource management technology streamlines local marketing initiatives to help ensure brand consistency and compliance, and gives local branches the tools they need to connect with their consumers.

Simply put, MRM helps connect local branches with consumers to generate more revenue through compelling, customizable and compliant local marketing campaigns.



# MRM: How it Works

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1 Marketing campaigns and customizable templates are loaded into MRM system



2 Local sales teams access campaigns and update materials with contact information, demographics, co-branding, local pricing, sales, rates and other relevant information



3 Corporate teams review, approve or request changes based on local team's updates



4 Once approved, materials are sent directly to local markets or to consumers



# MRM: Delivering a Clear Impact on the Bottom Line

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Marketing resource management delivers many tangible benefits for a company. From increasing brand awareness to boosting sales, an MRM is an important part of local marketing initiatives.

## **MRM Benefits:**

- Cost savings on marketing operations-related tasks
- Improved local marketing efforts
- Minimized compliance and regulatory exposure
- Improved strategic insight



# Save Money on Marketing Operations

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MRM's streamlined approach to marketing helps reduce marketing operational costs.

## **Save money on printing, promotional and postage costs.**

- Group direct mail drops reduce postage costs
- Reduce print waste by delivering accurate quantities and pieces that local stores and sales channels can use
- The print and promotional savings alone can sometimes offset the cost of the technology

## **Enable marketing teams to spend more time on strategic initiatives that generate revenue, and less time on operational tasks.**

- Automate redundant and time-intensive tasks like tracking approvals, validating data such as mailing lists and much more



# Improve Local Marketing Efforts

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MRM systems make it easy to reach consumers and share effective, branded messages on products and services.

## **Connect with more consumers.**

- Easy-to-access and easy-to-use campaigns are more readily adopted by local sales teams, getting your brand in front of more customers

## **Compelling, relevant messages give consumers a stronger reason to believe — and buy.**

- Customizable templates deliver personalized messages for a stronger impact with local consumers



# Minimize Compliance and Regulatory Exposure

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Violating compliance or regulatory requirements can result in hefty fines and legal fees. An MRM system helps protect a brand with the necessary safeguards to ensure local branches implement brand-approved, and compliant, local marketing campaigns.

- Efficiently manage disclosures and rates with the ability to update in real time
- Automated approval process helps reduce compliance and regulatory risk
- Electronic approval process provides a paper trail to help reduce audit times
- MRM portal can save necessary files as needed to help in case of an audit





# Improve Strategic Insight

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MRM systems give marketing teams a high-level, strategic view on what's happening across multiple regions to help develop effective, insightful plans that resonate with consumers and generate revenue. With MRM, marketing teams can:

- Identify marketing trends and campaign usage rates
- Share best practices with sales channels to boost local sales in under-performing regions
- Maximize marketing spend across media channels and regions for bigger reach and impact



# The Vya Difference

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Every day, we're surrounded by technologies and systems that are meant to simplify and organize our lives. We're at our best when technology enhances the way we work and allows us to focus on what matters most. But technology has a way of doing quite the opposite, creating more work, more disruption and more interruption.

At Vya, we believe there's an elegance to technology — a way to make tools and products work for you, not against you — making it a silent, powerful partner. Our entire company, in fact every single person who works here, is dedicated to developing, building, enhancing, and delivering simple technology — products and services that seamlessly organize, customize, print, ship and deliver meaningful marketing materials to virtually any channel, platform or location.

What we build does more than just work; we provide solutions that deliver precisely what each company needs, what each person within a company needs. Our people create order and simplicity in a space that is filled with complication. It is their dedication, their energy and their unwavering determination to simplify, ease transitions, solve problems and build relationships. This is what powers our products and makes our customers' jobs easier, more productive and more impactful.

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Simplified Marketing Systems

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