
Marketing Resource Management

CONNECTING YOUR PARTNERS TO YOUR BRAND

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Connect Partners, Consumers With a Strong Brand

National brands that rely on agents, dealers and franchises to connect with consumers and sell their products and services can face many marketing operational challenges.

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



Marketing Resource Management

Marketing resource management (MRM) helps national brands connect with more local consumers by streamlining local marketing initiatives.

By bringing corporate and sales channels together, MRM can help generate more revenue through compelling, customizable and branded local marketing campaigns.



MRM: How it Works

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 or 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

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 include:

- Cost savings on marketing operations-related tasks
- Better leveraged co-op funds and other local marketing budgets to drive sales through local channels
- Improved local marketing efforts
- Improved strategic insight



Save Money on Marketing Operations

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

Save money on printing, promotional and postage costs.

- Group direct mail drops reducing postage costs.
- Reduce print waste by delivering accurate quantities and pieces that partners can use across varied locations, store footprints and customer demographics.
- 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.



Drive Sales with Better Leveraged Co-op Funds

Unused local marketing dollars don't represent cost savings for a company - they represent missed sales opportunities. MRM technology can help encourage local partners to use assigned budgets to reach more consumers.

- Assign, track and review local marketing budgets efficiently in one portal.
- Automated approval process cuts down on operational time spent reviewing and approving requests. Staff can focus time on other initiatives that help reach business goals.
- Boost sales in underperforming regions with best practices from high-performing partners.



Improve Local Marketing Efforts

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.



Improve Strategic Insight

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

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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