
MRM: Simplifying local marketing, engaging agents

BOOST PREMIUMS WRITTEN WITH
STREAMLINED LOCAL MARKETING INITIATIVES

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Engage Local Agents

Building strong relationships with the local insurance agents who represent your products and services properly to consumers is key to boosting local sales.

Marketing resource management (MRM) can help connect brands with agents, and agents with consumers.



Marketing Resource Management

Marketing resource management (MRM) helps streamline local marketing initiatives, and makes it easy for agents to implement compelling, effective and customized campaigns with appropriate corporate oversight.



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:

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



Save Money on Marketing Operations

MRM's streamlined approach to marketing 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 local agents 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.



Reach More Consumers

Simply put, the more campaigns agents execute, the more opportunity they have to reach local consumers.

MRM makes it easy for local agents to:

- Update and launch effective marketing campaigns.
- Customize templates to deliver personalized messages and a stronger impact with local consumers.

MRM helps carriers and corporate teams:

- Collaborate with agents on their unique insight on what local consumers want.
- Evaluate and measure campaigns against market activity.



Minimize Compliance and Regulatory Exposure

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 agents 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

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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