

Simplified systems to meet your local marketing needs



AT VYA, WE BELIEVE LOCAL MARKETING SHOULD BE EASY.

Reaching consumers where they live with compelling, powerful and relevant messages shouldn't be complicated. That's why we're dedicated to helping you simplify your marketing workflow and connect local sales channels with consumers, through our marketing resource management (MRM) technology.

OUR SYSTEM CAPABILITIES INCLUDE:

- Marketing Resource Management
- Local Marketing Budgets
- Interactive Display Systems
- Ad Pre-Approval
- Data Management
- Social Media
- Email
- Creative Production

MARKETING RESOURCE SYSTEMS

National brands that rely on local sales teams to connect with consumers can face many challenges. They need to provide sales channel tools to implement local marketing campaigns, but still maintain control of messaging and streamline marketing workflow. Reaching this balance is easy with an effective and easy-to-use marketing resource system. Benefits of our marketing resource management systems include:

- One portal to easily manage assets
- Customizable and easy-to-use templates for local sales teams
- Seamless integration into printing and distribution
- Streamlined marketing operations
- Increased local marketing efforts and impact
- Constant support and training for corporate and local sales teams
- A dedicated team to ensure technology remains invisible

LOCAL MARKETING BUDGET SYSTEMS

Vya's local marketing budget management system can help you streamline and manage the process, making sure your sales channels get the funds they need, and you can manage the process easily and efficiently. Our local marketing budget management system offers:

- Detailed view of funds by individual users
- Breakdown of funds by marketing channel
- A clear view of what's been spent and what's left to spend
- Ability to transfer funds from one partner to another



Simplified Marketing Systems

INTERACTIVE DISPLAY SYSTEMS

Interactive displays powered by Vya allow you to reach your customer with relevant content, so you can offer a localized digital experience that builds engagement, gathers data or creates sales. Your local team can seamlessly provide real-time, updated, compelling information that resonates with customers: powerful educational materials, in-depth product detail or demos, expanded product catalogs and much more.

AD PRE-APPROVAL SYSTEMS

Our ad pre-approval system lets partners, sales teams and local distributors feel empowered to create ads for unique sales, displays or campaigns, and still gives corporate control over the final messages. Sales contacts can load ads and designs into the system, and a notification is automatically routed to the appropriate contacts.

DATA MANAGEMENT SYSTEMS

We're dedicated to delivering clean, complete and compliant data across all our systems and solutions. We scrub lists and complete fields, making sure your email or mailing list is accurate. Our systems also check against compliance regulations to ensure they are met.

SOCIAL MEDIA SYSTEMS

Vya's social media empowers your employees with the tools they need to promote your brand, your company and your products. Simply load pre-approved social media posts for easy and compliant distribution across Facebook, Twitter and LinkedIn.

EMAIL SYSTEMS

We work closely with marketing to create and load customizable email templates, such as e-newsletters, promotions, loyalty campaigns, drip campaigns, events, sales and more. Local sales teams can update and personalize specific fields, and select target email lists. Once approved, Vya even handles distribution.

CREATIVE PRODUCTION SYSTEMS

Our creative production system helps creative teams manage projects without hindering the creative process. Make it easy to track job status, hours and the review and approval of designs, so teams can focus on innovating and creating.

THE VYA DIFFERENCE

We are exceedingly proud of the dedication and support we offer to each of our clients. Our people are creating order and simplicity in a space filled with complication. It is their dedication and unwavering determination to simplify, ease transitions, creatively solve problems and build relationships. This is what powers our products and services, and makes our customers' jobs easier, more productive and more impactful. We bring this dedication to every job we tackle, whether it's a simple brochure, complex email campaign or anything in-between.



Simplified Marketing Systems

HOW CAN WE HELP YOU?

Contact us today to learn more about our solutions and experience in delivering simplified marketing precisely where it needs to be. Our dedicated teams are standing by to help solve your most common and challenging marketing operations issues. Call us at **800-426-7921** or email us at **sales@vyasystems.com**.