

# THE MARKETER'S GUIDE TO MARKETING RESOURCE MANAGEMENT (MRM)

## WHAT

MRM technology is the backbone for day-to-day marketing operations.

### IT ENABLES MARKETERS TO:



Distribute marketing materials



Empower local partners to customize marketing materials



Launch multi-channel campaigns in coordination with sales channels



Manage brand consistency



Automate approval workflows



Distribute and manage co-op/MDF funds

## WHY

Most Compelling Reasons to Implement MRM for Top Performing Companies<sup>1</sup>

95%

DECREASE MARKETING COSTS

86%

OPTIMIZE MARKETING SPEND ACROSS CHANNELS

82%

MANAGE BRAND CONSISTENCY

75%

IMPROVE MARKETING CYCLE TIME

## HOW

MRM Evaluation and Procurement Do's and Don'ts

**DO** clearly define your business requirements and how MRM will address those requirements.

**DO** consider potential system users outside of marketing and/or in channel partner organizations and plan accordingly.

**DO** consider vendors' ease of deployment track records.

**DO** seek out a solution that occasional users can learn with a minimum of instruction.

**DON'T** buy features that you don't intend to use.

**DON'T** choose systems that require in-house or contracted technical experts to run and manage.

**DON'T** assume a high level of technical expertise across your intended user base.

**DON'T** add complexity to your marketing operations; select a solution that will reduce complexity.

Most Important Value Drivers for MRM ROI according to top performing companies<sup>1</sup>

96%

INTEGRATION WITH OTHER SYSTEMS

78%

ONGOING TRAINING AND DEVELOPMENT

73%

INTEGRATE DATA AND ACTIVITIES ACROSS MULTIPLE SYSTEMS

68%

SYSTEM EASE OF USE

