

4 Tips for Scaling Local Marketing



WHY IT'S IMPORTANT

During rapid growth, it can be tempting to simplify your marketing approach by resorting to more generic messaging. However, by restricting localization you can damage your relationship with your local representatives and hinder their success. Fortunately, it is possible to scale while delivering localized, relevant marketing messaging.

1

DEFINE YOUR CORPORATE BRAND STANDARDS.

Reduce the time spent debating brand compliance and addressing issues.

- Clearly document and communicate your brand standards.
- Make the document readily accessible to existing and new local representatives.

2

ASSESS THE TASKS BEING PERFORMED BY YOUR TEAM.

Once your brand guidelines have been documented, it will become easier to redistribute marketing tasks.

- Develop standard templates for common marketing assets and enable local representative to customize materials.
- Identify menial marketing tasks which can be re-assigned to entry-level personnel or business partners.

3

REVIEW YOUR CURRENT PROCESSES.

As the number of locations your marketing team supports grows, so will the number of requests that they receive for localized marketing materials, approvals, marketing dollars, etc.

- Identify marketing workflows that will be stressed during growth.
- Find opportunities for simplification.

4

IDENTIFY OPPORTUNITIES FOR AUTOMATION.

Distributed marketing automation can also be a good option for reducing time spent on menial tasks.

- Determine which processes can be optimized through automation.
- Deploy systems, such as marketing resource management, to streamline marketing workflow, enabling local customization.

ENABLE LOCALIZED MARKETING AS YOUR BUSINESS GROWS.

Learn more about our marketing resource management system by visiting vyasystems.com or call +1-800-426-7921.