



## **TOPPAN** **TOPPAN MERRILL**

### **TOPPAN MERRILL CONNECT™ ("CONNECT")**

# 5 Features to Look For in a Marketing Asset Management Solution.

As a marketer you understand that utilizing a Marketing Asset Management Solution will create efficiencies and promote effectiveness when it comes to the content that your stakeholders are using. You recognize the benefits of increasing brand consistency, using personalized content and streamlining distribution. And you certainly appreciate how employing a solution to save you time on the tactical parts of the process will allow you more time to focus on your core priorities, which will ultimately add value to the bottom line. However, not all Marketing Asset Management Solutions will provide a seamless path to these overall goals. To ensure you are provided with ongoing support and positive outcomes, be sure the solution you select covers these five basic features.

1

#### **Secure Centralized Single Source Platform**

We've all been there, we know that the collateral piece we are looking for has been created and is out there somewhere, but now we have to find it. Providing your team easy access to branded assets by utilizing a centralized secure platform not only encourages and supports both initial adoption and continued use of the solution, but also allows you to control the content that is being used in the field. Further, the underlying technology needs to be able to handle the most demanding security requirements within your industry and aligned with your specific business needs. Protect your brand, messaging and marketing by creating a single source of truth, ensuring only the latest and greatest versions are being distributed.

2

### **Ability to Streamline Your Workflow**

Typically, the goal of employing and utilizing a marketing asset management solution is to streamline and integrate the workflow of collateral creation, distribution and use. Employing a system that makes the process more cumbersome or burdensome is not only going to deter use, but will also make the administration of your collateral even harder to manage overall. To ensure the goals of creating efficiencies, improved stakeholder experience and streamlined processes are met, the solution should support API integration and include features such as user based permissions, search options, asset segmentation, streamlined distribution options, and online proofing. In turn, these process improvements will ultimately lead to increased quality and speed to market, improved consistency and reduced costs.

3

### **Personalized Communications and Insights**

When it comes to customer communication, personalization is key to increasing engagement as well as improving overall satisfaction. Whether in the form of personalized documents, communications or user experiences through microsites, features that support custom engagements is necessary to stay relevant. From the other end of the spectrum, insights into what content your customers are engaging with can provide valuable user information. User specific information will allow you to meet the needs of your clients proactively, rather than reactively. Utilizing a solution that understands what clients are doing in real time, and provides a variety of opportunities to engage even further, is where you will find measurable value.

4

### **Compliance and Suitability Controls**

Managing and hosting collateral is only part of the equation, finding a solution that can provide compliant end-to-end capabilities that include distribution options from print to electronic delivery is extremely beneficial to the overall ease and success of the solution. Improve internal process, increase efficiency and reduce obsolescence by streamlining collateral distribution through integrated eDelivery, high end print options, fulfillment and mailing services within a single platform. The ability to create and distribute personalized multi-channel communications across stakeholders provides increased speed to market, improves customer interactions and security while providing accuracy through automation.

5

### **Business Intelligence**

Understanding what pieces of collateral are being used and how your team is using them, not only allows you to simplify inventory management, but also provides valuable insights and trending analysis for specific marketing efforts as well as overall marketing strategy. Reporting capabilities that can identify specific collateral performance offers valuable analysis when determining ROI, engagement and obsolescence. This information can also help determine where there are opportunities for re-use of assets as well as needs for new marketing assets. Be sure the solution you chose not only streamlines the front-end of the process, but also provides visibility into what is working and how to ensure your efforts create the most value.

Toppan Merrill secures solutions at every phase,  
so you can secure ongoing impact and growth.