How to Save Time and Money Using a Marketing Portal

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CHAPTER 1:
What Is A Marketing Portal?

As your company grows and expands, you may find yourself faced with new marketing challenges you didn't have before. You want your franchisees and marketing and sales organizations to operate efficiently and effectively yet still comply with your brand standards. You need the workflow to be flexible, fast and adaptable to different geographic locations and audiences. You need a marketing portal.

Marketing Portals, Marketing Storefronts, or Marketing Communication Portals offer a marketing asset management solution that can serve a wide range of industries, including retail stores, dealer networks, distributed sales forces, and franchise systems.

Sales associates, remote offices, distributors and retail locations need access to a library of print and marketing resources via a branded secure online portal. They can order what they need, when they need it, eliminating inventory and distribution headaches.

Another great feature of portals is collateral can be personalized, proofed and ordered online – with quick print production – putting your corporate-approved materials in the market faster. When an associate places an order, it can be easily produced and shipped to the user, a location, or a list of specified contacts. Invoicing and reporting can be directed to the user, their location, or the corporate finance department.

Your portal can be branded to your company, agency, or even your clients. You can have full control or you can allow NextPage to take an active role in supporting your users.

Marketing portal functions and features include:

- Print management

- Localization of email creation and distribution

- Multi-Channel Marketing campaign creation & deployment

- Digital asset management

- Automated marketing campaigns

- Flexible customization options

- API integrations

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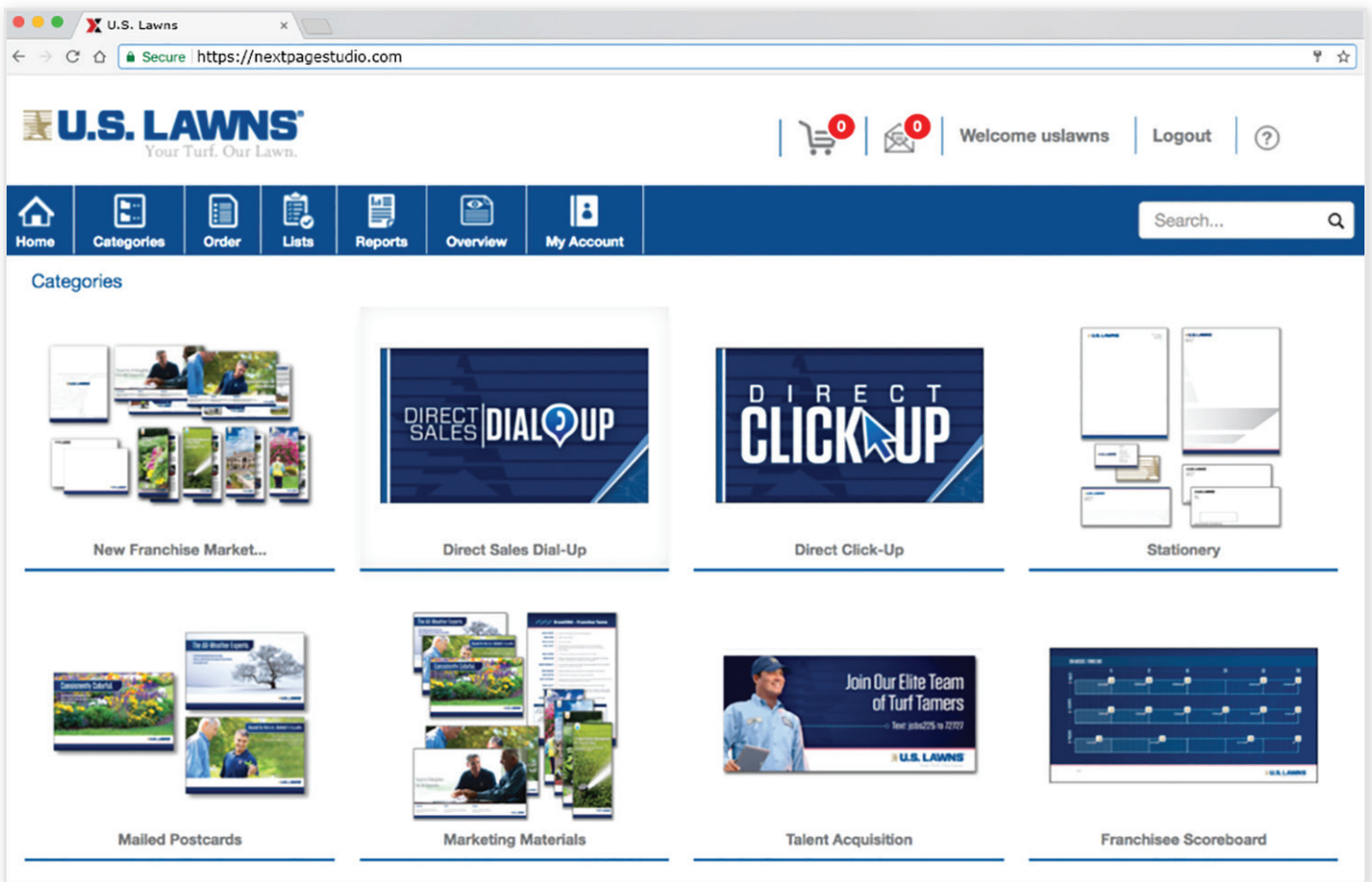
Here's 6 ways a marketing portal can help you:

1. Each of your company's marketing channels can be hosted and executed from a single system. Your users will save time and resources by being able to send direct mail and email, download corporate-approved advertisements, order branded print materials, schedule automatic phone call reminders, and send text messages and voice broadcasts, all from within a single portal.

2. It allows marketing and sales users to send personalized marketing messages with a single touch, or an automated campaign with a stream of multiple touches, with a single click. The automated campaigns can include touches from multiple channels, and can be sent to an individual or list of contacts.

3. Offers flexible account and billing options that allow you to control which users have access to the portal, what materials are available for each user or location, how much they are allowed to order, and how orders are billed. Your portal can be structured to allow for thousands of users to download assets and place orders… or designed to allow purchasing by satellite offices or local stores, or for centralized ordering by headquarters or regions. Your portal can also be customized for corporate billing, credit card payments by each user, split billing between the company and the user, or monthly invoices.

4. You can protect your company's branding standards on mail, email and other marketing channels. Through adjustable customization rules, you can guard your brand, while still giving your users the flexibility they need. For example, you control the messaging options available, and if users can insert their own messaging, whether users can choose from multiple image options or upload their own, and if the user can write their own headlines, or must use what is provided.

5. User screens can be branded to your company. The look, feel and content of the portal interface is customized for your users. You can even add custom messages (and advertisements) for your users.

6. API integrations allow you to integrate with outside databases, data cleansing services, and CRM systems, such as AccuData, Salesforce Marketing Cloud, Experian and Salesforce CRM. Connections can be made to your digital asset management system or data warehouse through XML data feeds, direct data/asset pulls, and SFTP file drops.

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CHAPTER 2:
# 6 Ways A Marketing Portal Can Help You Streamline Operations

If some days you find yourself feeling like a juggler – frantically trying to keep up with all your marketing efforts across multiple locations and multiple vendors, then this may be the right time for you to implement a marketing portal for your business. The right portal solution will allow you to keep a library of branded print and marketing resources accessible by associates, remote offices, distributors and retail locations through secured accounts. Your associates can order what they need, when they need it, eliminating inventory and distribution headaches. Best of all, you and your staff can focus on strategy, not order management.

## Here are six perks that portals provide:

1. Multiple Channels

A marketing portal can be designed so approved users, at any location, can design, target and execute a dynamic campaign by direct mail, text, e-mail, and more – with just a few clicks and by using just one system.
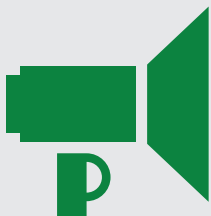
2. Brand Consistency

Ferrellgas, a propane distributor with more than 900 locations, struggled with brand consistency prior to its portal because of various designs being created for many different locations often taking 10-business days to execute. Ferrellgas started using a marketing portal that ensured their brand consistency across all their locations and improved their execution time to one business day.
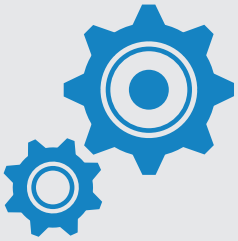
3. Quick Turnaround

Using different systems for each channel can cause major campaign delays. Corporate approved portals ensure the campaign goes out right and in a tight turnaround.

4. Recipient Personalization

Making your marketing materials appear like you are speaking 1-to-1 increases your response. A marketing portal and various pieces of collateral can be designed to use available data points to create recipient personalized marketing touch points.

5. Targeted Lists

Finding the right audience will vary from location to location. Custom branded marketing portals provide you the option to hone in on the best geography and demographics for maximum response.

6. Saving Money

By training your key personnel at various locations to work smart through a marketing portal, you can save money in reprints and time in bottlenecks. Ferrellgas is saving more than $80,000 per year, and is also improving the company's usage and effectiveness of direct marketing by their 900 field locations.

CHAPTER 3:
Why You Need A Marketing Communications Portal To Ensure Brand Consistency

A common mistake a company can make when they begin to expand to more locations is maintaining brand consistency. You need to make sure your customers will enjoy the same experience at a new location that they have come to expect from your established stores. In addition to the same quality product you deliver, you need consistency in your color palette, logo usage, signage design, marketing materials, and messaging.

Managing your brand from store to store is more than what the customer sees every day. You need consistency with your business cards, stationery, invoices, social media voice, and advertising – anything relating to your brand. You don't have the time to do this yourself, but you also need to be able to trust employees and vendors to adhere to your strict brand compliance.

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A marketing portal can provide the solution to maintain this branding consistency. The marketing portal provides a platform from which you can manage your communication assets and safely distribute all marketing materials to your local stores and franchisees. Your marketing materials - logos, digital assets and templates – are loaded to your portal and access parameters are set for each user. In addition, portals use web-to-print technology that allows you to print shorter runs on demand for marketing collateral, business cards, forms, etc. The result is saving money and reducing waste.

A marketing communication portal provides many options including:

- Management of all communication channels, including print, direct mail, email, personalized URLs, text messaging and landing pages.

- Brand control over all downloadable materials

- Storage of ordering, billing and contact databases

- Customization for flexibility among variable levels, including the franchise, locations, users and accounts

In addition, the portal allows users to access and download digital marketing assets such as:

- Photographs

- Customizable PDFs

- Audio and video files

- Print advertisements

- Commonly used forms and documents

- Logos

- Videos
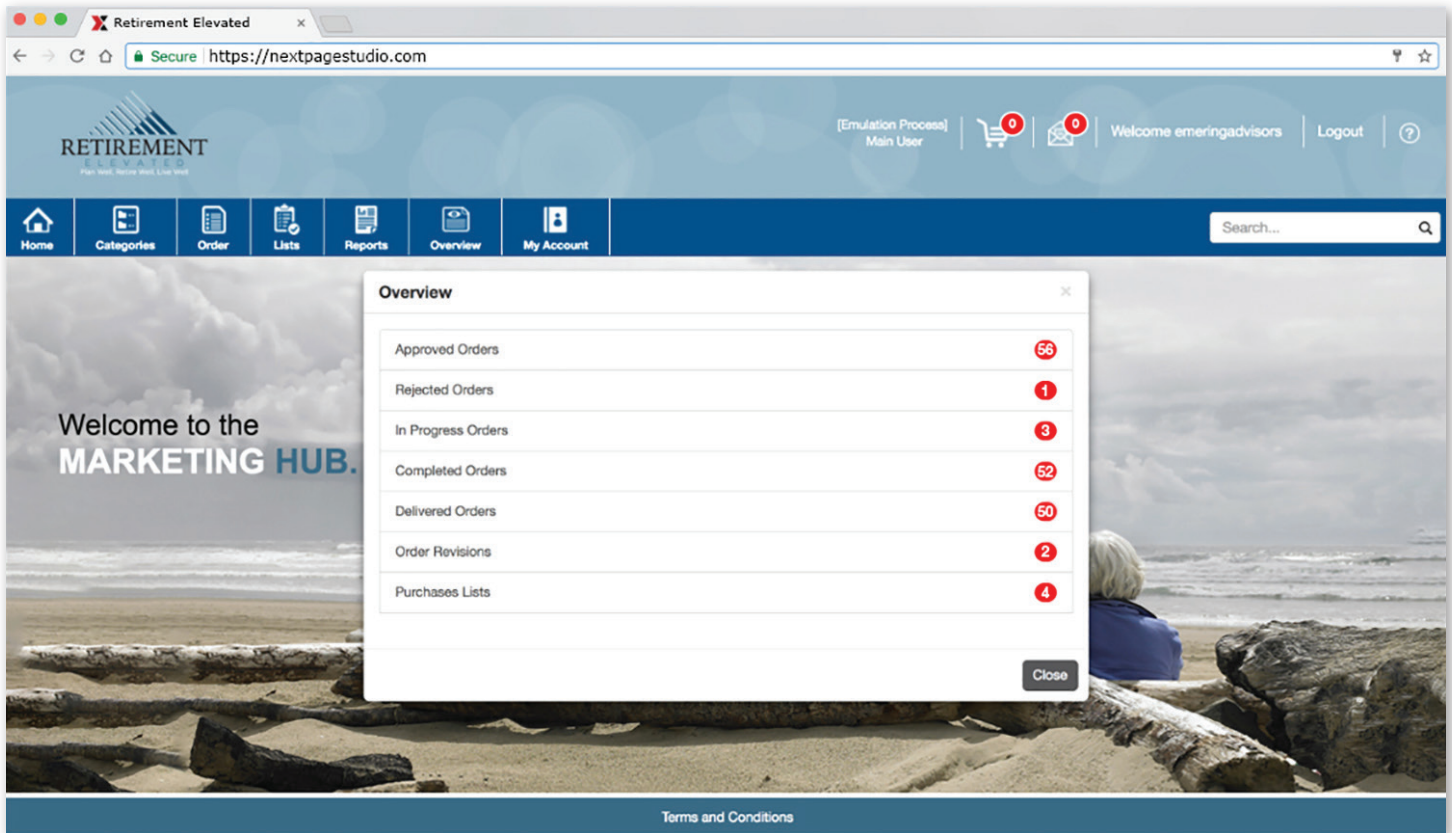
Besides saving time and money, and keeping your brand consistent from location to location, some additional advantages to a marketing communications portal include:

- Reduction in fulfillment errors

- Reduce errors and duplication in design

- Reduction in storage costs

- Reduction in obsolescence costs

- Savings in print and postage

- Faster response time

- Improved marketing effectiveness

- Administrative cost savings
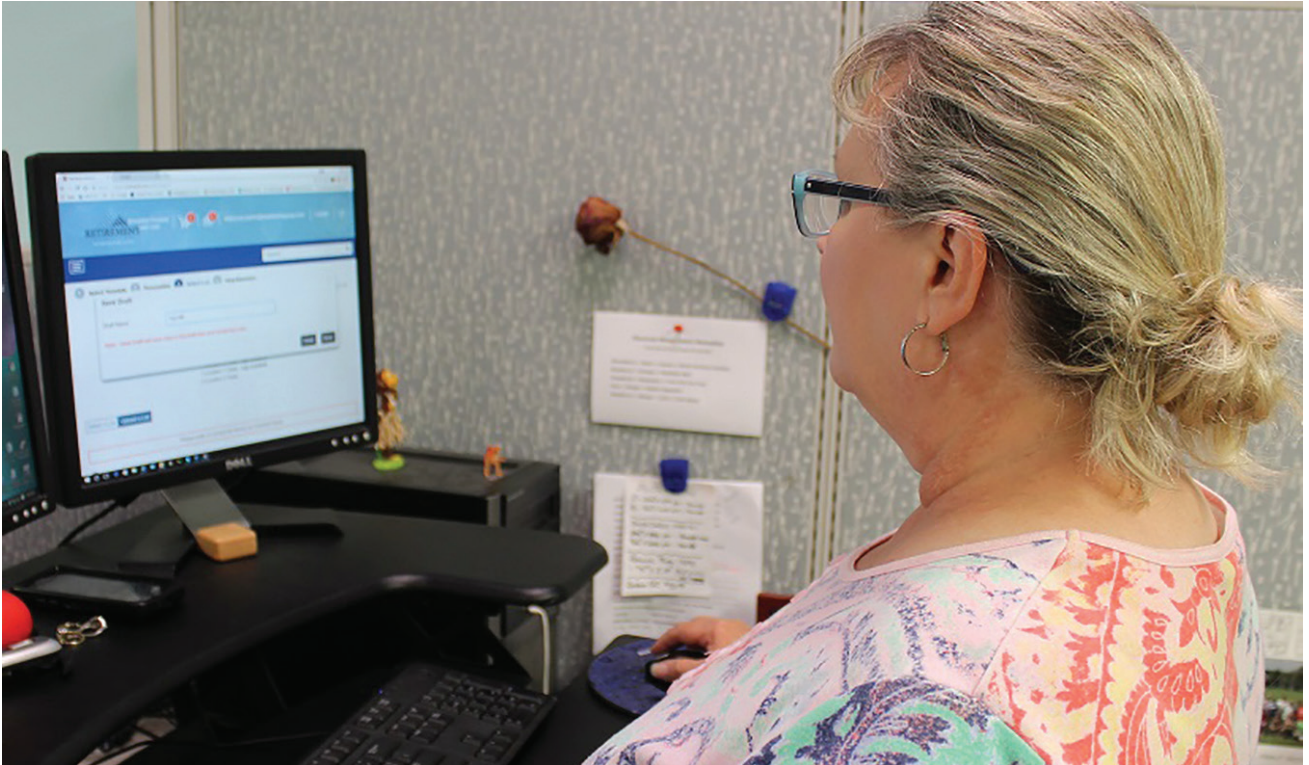
CHAPTER 4:
How A Marketing Portal Works

Here's an inside view of some of the ways companies use a marketing portal, and a preview of the standard functionality that can be quickly implemented for your company. To access the portal, your users can log into their secure account from a branded entrance page, or they can be transferred from your company intranet using single sign on (SSO).

Once logged in, they arrive at their portal homepage, which includes account information and the users' account management tools. These tools allow users to generate reports, adjust their contact information, upload and manage contact lists, view past orders, and access saved orders. Also on the homepage are the messaging and ad areas, which can be customized to provide guidance and information to your users. Through dropdown menus users can access company-approved products such as: direct mail, email, marketing campaigns, print ads, radio scripts, stationery, business cards, brochures, and much more.

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Ordering or downloading any of these materials is easy, and follows an intuitive, simple process for each type of communication. In each category, your user can choose from a library of your company-approved materials. After selecting the product, users choose from standard messages, or customize the piece with a personalized message or corporate-approved images. Before placing the order, users can quickly review and edit their shipping date, the contacts or mailing list for distribution, and the finalized artwork for the piece. Then, they're ready to submit the order.

Downloadable assets are immediately available to the user. Email messages are delivered on the scheduled day. Direct mail pieces are mailed based on a service level agreement, and each touch in a marketing campaign is delivered on time, following the schedule you create. In addition to the out-of-the-box functionality, portals are highly adaptable to your company's unique needs. Additional marketing channels, such as text messaging and voice broadcasts, can also be added to the portal, creating a centralized management and ordering system for all of the materials your salespeople, marketers, administrators, stores, and offices use.

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Are you ready to learn more about NextPage's Studio Marketing Communication's Portal? Contact us for a consultation or to take a test drive. Or, watch our other videos on GoNextPage.com to learn more about our portal, and multi-channel Marketing Campaign Automation.