



Aprimo Marketing Studio™ B2C

Workflow & Project Management

Reduce production times and improve quality of brand content and marketing campaigns

Organize and manage all the moving parts of marketing operations for flawless execution

As marketing undergoes revolutionary upheaval, Aprimo® allows marketers to turn change into a competitive advantage through modular software that drives ROI, provides a holistic view across all channels and creates engaging, ongoing audience dialogue across marketing touch points.

DO MORE WITH LESS

Companies everywhere are adopting new ways to communicate with their customers in both mass and direct-to-consumer channels that are both off and on-line. The lean marketing operations teams are stretched thin with little to no room on their plate for more work. Their struggle to get work done efficiently gets even harder because of insufficient or inflexible marketing production processes

that don't meet new digital media requirements. Pressed for time and stressed by due dates, many B2C marketers become reactive order-takers. It's time for marketers to adopt a flexible workflow framework that lets them adapt their processes to the marketing changes going on around them. It's time for marketers to reclaim their pro-active, consultative marketing personas who know how to execute flawlessly.


Integrated Marketing Software

- > Increase individual and marketing team productivity
- > Streamline marketing processes and eliminate errors
- > Master the details without having to micro-manage them
- > Insure brand and corporate compliance with reviews and approvals
- > Keep everyone informed with access to calendar and workflow views

KEY PROOF POINTS

- > Adjust workflows as needed to keep pace with marketing changes
- > Accelerate and expand marketing production throughput with same headcount
- > Track marketing metrics and audit processes for continual improvement
- > Own the brand assets and increase value derived without adding cost

COLLABORATE AND ACCELERATE TO GET MARKETING DONE

The Workflow & Project Management solution offered in Aprimo Marketing Studio™ centralizes all of the tasks, dates, deliverables, resources, and individuals needed to complete successfully a marketing initiative.

Whether you are creating a print ad, a microsite, or executing a multi-channel 1-to-1 campaign and measuring its results, there's a workflow for it. Use a graphical display to view the sequence of when, who, and what needs to be done, and automate reminders so you and no one else miss a due date. Create a library of production workflows that you can reuse, saving precious time while promoting best practices and corporate standards for how marketing gets done—and done right, the first time.

And, keep everyone informed. Share a calendar view of key milestones via a web-based portal access for outside agency personnel and brand marketing partners. Organize your marketing calendars by any meaningful groupings such as market, brand, target consumer segment, and control who has access to each. However you look at it, you have a single system-of-record to keep your initiatives on schedule, in budget, and in alignment with your brand requirements as well as with business objectives. Easily manage collaborative reviews of materials with full annotations capability that allows users, scattered across the globe, to participate.

GET MORE MILEAGE OUT OF MARKETING CONTENT

Workflow & Project Management includes a centralized library where you can store the final versions of your digital brand assets for access by the brand marketing team, and by field marketers who may want to create a localized version of a given asset.

Manage the status of your assets, and automate expiration alerts so you can pull licensed or out-dated content quickly and easily no matter where it is in use. Track and monitor the frequency of asset use by user, by type of marketing initiative, by geography, etc. And, capitalize on digital asset ownership that Aprimo gives you. Reuse them as is, or edit them and any of their component parts without incurring additional agency fees.

KEY FEATURES OF WORKFLOW & PROJECT MANAGEMENT

With Workflow & Project Management, you can:

- > Execute flawlessly with increased team collaboration and cooperation, fueled by comprehensive workflows that document tasks, dates, deliverables, and assigned individuals
- > Develop and promote best practices and corporate standards while saving precious time with unlimited reuse of workflow templates
- > Keep everyone informed with access to a centralized view of the workflows, calendars, or Gantt charts
- > Master the details, but don't get weighed down in managing them with workflow checks and balances that keep all the moving parts in alignment
- > Shorten cycle times and eliminate errors, reruns and missed dates with reviews and approvals, automated reminders, and process audits
- > Increase brand asset benefits by taking ownership of and storing the digital content in an asset library for you to reuse—as is or after edits
- > Monitor and report on asset use, gaining insights to support fact-based decisioning in future marketing planning efforts

For more information,
please visit
www.aprimo.com

There will always be marketing changes, but marketers shouldn't see them as a disadvantage. In fact, with Aprimo, B2C marketers feel enabled and empowered to turn change into their sustainable competitive advantage.

Wherever you begin, Aprimo can help you navigate through marketing's revolutionary changes to develop an ongoing, anywhere, anytime dialogue with your audience that results in more meaningful, more efficient interactions with customers everywhere.

ABOUT APRIMO

Aprimo's integrated marketing software enables B2C and B2B marketers to successfully navigate the changing role of marketing by taking control of budget and spend, eliminating internal silos with streamlined workflows and executing innovative multi-channel campaigns to drive measurable ROI. Only through the use of Aprimo's modular and on demand software, Aprimo Marketing Studio B2C and Aprimo Marketing Studio B2B, can marketers truly integrate marketing organizations, manage, deliver and track the right message targeted to the right audience over the right channel and translate Marketing efforts into measurable business impact and revenue. Hundreds of thousands of Marketers trust Aprimo to revolutionize their marketing including Bank of America, Honda, King Pharmaceutical, Pearson Education Ltd, Time Warner Cable-NY and Wal-Mart.