

A guide to marketing portals/storefronts

# 5 BENEFITS OF HAVING A MARKETING PORTAL



**goodway group**  
of massachusetts, inc.

Inventive Solutions for On-Demand Communications

# WHAT IS A MARKETING PORTAL?

## Let's start with a few questions?

Does your sales team know exactly where they can find the latest sales presentation, or price list, or marketing brochure? If they need to customize a brochure for a client do they need to go to the marketing department to make that change? Does your marketing department have the resources to immediately make these urgent customizations?

What about your international offices or channel partners and distributors? Are they making a mess of your documents and failing to adhere to your branding guidelines?

Is your marketing director keeping to the marketing budget or is the constant reprinting of outdated materials eating up their budget?

Do you have a way of measuring costs, controlling waste, and managing your inventory so you can figure out your bottom line?

Don't be afraid if you said NO to most of these questions. You're not alone.

The best way to describe a marketing portal is to imagine a place where you and your entire team can find all the current, up-to-date sales and marketing information at anytime and from anywhere.

# HOW CAN A MARKETING PORTAL HELP?

Simply stated, a marketing portal can streamline and automate your marketing processes and provide immediate access to up-to-date sales and marketing materials to sales people, sales channels, marketing partners, customers, and others. That's a mouth full and it's just a small part of how a portal can help your business.

Cloud-based portals also allow for permission based, 24/7, access to all your assets. They help maintain a searchable, on-line repository, which can promptly deliver materials and information at the moment they are needed.

By simplifying and improving all aspects of the marketing process, including production management, portals eliminate waste and obsolescence which yield measurable costs cuts.

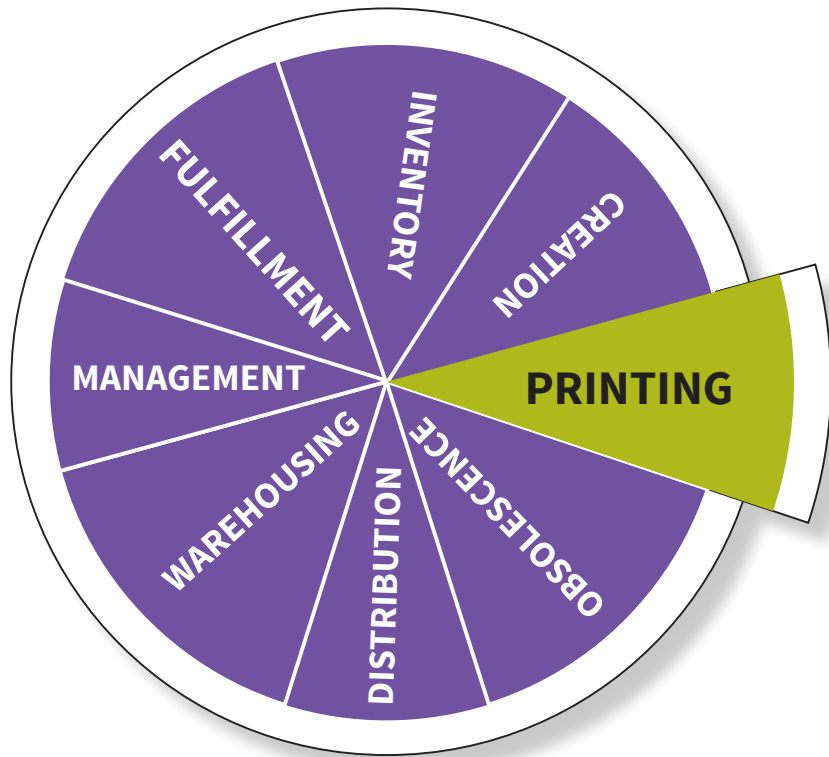
**Reduce Your Resource Management up to 70%**

**Decrease Overall Marketing Operating Expenses**

**Improve Time to Market from Months to Minutes**

**Eliminate Waste & Obsolescence**

# HOW CAN A MARKETING PORTAL HELP CUT COST?



■ \$1.00 ■ \$5.00

Did you know that

# 84%

of your costs are going to creation, management, warehousing, inventory, distribution, fulfillment and obsolescence?

Marketing portals can streamline your marketing, sales and production processes resulting in savings across the board.



## BENEFIT 1

# SAVE TIME

How many times has the design team had to put aside essential projects because the sales team is requesting changes to the proposal document and price list? And to add to the burden, getting their hands on the latest approved documents is not always easy.

Online marketing portals can save time by automating the marketing customization process and improving efficiencies. Your sales and marketing team will have secure and immediate access to all the latest assets 24/7.



## BENEFIT 2

# REDUCE COSTS

Creative directors need to keep to a marketing budget but constantly having to reprint collateral and sales materials because of product changes and customization can eat up the budget.

Marketing portals can completely eliminate the issues of waste and obsolescence by allowing you to order what you need, in large or small quantities, whenever you need them resulting in realized cost savings.

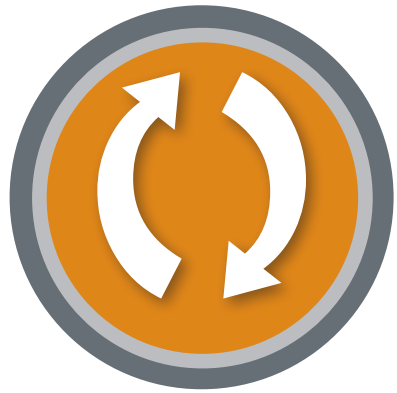


## BENEFIT **3**

# CONTROL BRAND

If you have international offices, channel partners, or distributors, it is important to provide them the necessary collateral and sales tools. However, more often than not, they fail to adhere to corporate brand guidelines.

By allowing permission based access to pre-approved marketing collateral templates on a portal, you are able to control who has access to which pieces and who can and cannot make edits.



## BENEFIT 4

# INCREASE FLEXIBILITY

The Director of Sales needs to make sure that her team has immediate access to corporate collateral, presentations, and sales tools whether they are in the office or on the road. Additionally, sales reps often need to customize a proposal or personalize a brochure.

Once again, having cloud based access to everything the team needs, eliminates reliance on internal resources. Customized collateral can be easily created on demand.





## BENEFIT 5

# MANAGE ROI

Everyone reports to top of the ladder and they need an accurate way to measure costs, control waste, manage inventory and of course cut expenses. Access to usage reporting is an absolute necessity.

Calculating the ROI of your marketing programs requires looking at the whole picture. Portals provide detailed reporting on usage, trends and inventory, thus helping to implement cost savings procedures.

# WRAP UP

## In a Nut Shell

### SAVE TIME



- Maintain all marketing assets in a single repository.
- Automate marketing, fulfillment and distribution processes.
- Reduce direct involvement with field reps and channel partners.

### REDUCE COSTS



- Eliminate waste and obsolescence by ordering what you need, when you need it.
- Set product restrictions by individual, department, or division.

### CONTROL BRAND



- Adhere to corporate design and messaging guidelines, while allowing controlled versioning for sales and channel partners.
- Consistent look and feel across products means quicker updating and accelerated time to market.

### MANAGE ROI



- Utilize **web-to-print 2.0's** robust reports to recognize usage trends to determine which assets are working and which are not.
- Determine optimal manufacturing options to reduce obsolescence.

### INCREASE FLEXIBILITY



- Secure, web-based, 24/7 access to all of your marketing assets for an unlimited number of users.
- Variable Data options for improved customer engagement.
- Versioning for customized solutions.
- Order only what you need – when you need it.

# SUMMARY

## Highlights

- Immediately access to all your sales and marketing collateral
- Create and customize and documents
- Monitor and approve all orders
- Keep track of marketing spending
- Track and manage any type of inventory
- Implement controls to maintain budgetary restrictions
- View on-line reporting anytime

# SAVE TIME & MONEY



16 A Street, Burlington, MA 01803 | [www.goodwaygroup-ma.com](http://www.goodwaygroup-ma.com) | [Sales@goodwaygroup-ma.com](mailto:Sales@goodwaygroup-ma.com) | 1-866-989-4462

