THE MARKETER'S GUIDE TO MARKETING RESOURCE MANAGEMENT (MRM)

WHAT

MRM technology is the backbone for day-to-day marketing operations.

IT ENABLES MARKETERS TO:

Distribute marketing materials

Empower local partners to customize marketing materials

Launch multi-channel campaigns in coordination with sales channels

Manage brand consistency

Automate approval workflows

LOGO

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Distribute and manage co-op/MDF funds

WHY Most Compelling Reasons to Implement MRM for Top Performing Companies¹

DECREASE MARKETING COSTS

MANAGE BRAND CONSISTENCY

OPTIMIZE MARKETING SPEND ACROSS CHANNELS

IMPROVE MARKETING CYCLE TIME

HOW MRM Evaluation and Procurement Do's and Don'ts

DO clearly define your business requirements and how MRM will address those requirements.

DO consider potential system users outside of marketing and/or in channel partner organizations and plan accordingly.

DO consider vendors' ease of deployment track records.

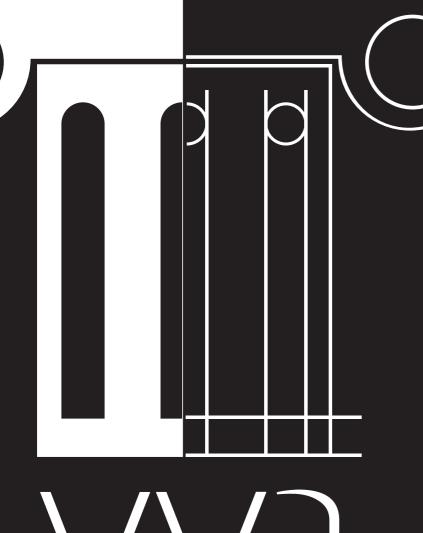
DO seek out a solution that occasional users can learn with a minimum of instruction.

DON'T buy features that you don't intend to use.

DON'T choose systems that require in-house or contracted technical experts to run and manage.

DON'T assume a high level of technical expertise across your intended user base.

DON'T add complexity to your marketing operations; select a solution that will reduce complexity.



Most Important Value Drivers for MRM ROI according to top performing companies1

INTEGRATION WITH **OTHER SYSTEMS**

INTEGRATE DATA AND **ACTIVITIES ACROSS MULTIPLE SYSTEMS**

ONGOING TRAINING AND DEVELOPMENT

SYSTEM EASE OF USE



