

# Adaptability and the Ability to Mobilize Worksheet

## Where are the opportunities to streamline your marketing operation?

For each task below, check the appropriate box or boxes to the right to indicate how the task is accomplished today.

TASKS	HOW THE TASK IS ACCOMPLISHED TODAY (CHECK ALL THAT APPLY)			
	MANUAL INTERVENTION	TRADITIONAL OFFICE SYSTEMS (Email, spreadsheets, shared docs)	INTRANET	MARKETING TECHNOLOGY SYSTEM
1. Distributing marketing assets and logos				
2. Asset localization and customization				
3. Managing brand and/or regulatory compliance				
4. Managing the assembly and distribution of local marketing kits				
5. Tracking marketing shipments to the field				
6. Managing and fulfilling requests from the field for:				
a. custom creative				
b. resized ads				
c. sponsorships				
d. event materials				
e. reimbursements				
f. promotional materials				
7. Managing creative revisions and approvals				
8. Managing and tracking local marketing budgets or line of business marketing budgets				
9. Reviewing local / field marketing invoices and submitting to accounts payable department				
10. Distributing corporate eNewsletters on behalf of field/local staff				
11. Executing local-level direct mail campaigns				
12. Executing corporate-level direct mail campaigns				
13. Executing EDDM® campaigns (Every Door Direct Mail)				
14. Managing mailing lists and opt-outs				

### NEXT STEPS

Once this worksheet is completed it can be downloaded and saved with or without your responses. Each of the tasks with checks in any of the first three columns represent an optimization opportunity. The Vya team would be happy to walk through this worksheet with you and show you how to streamline your marketing. Simply email us at [consult@vyasystems.com](mailto:consult@vyasystems.com) to request a demo of the Vya system and, if you'd like to, attach your completed worksheet PDF.



ADVANCING MARKETING.  
AMPLIFYING RESULTS.

[vyasystems.com](http://vyasystems.com)