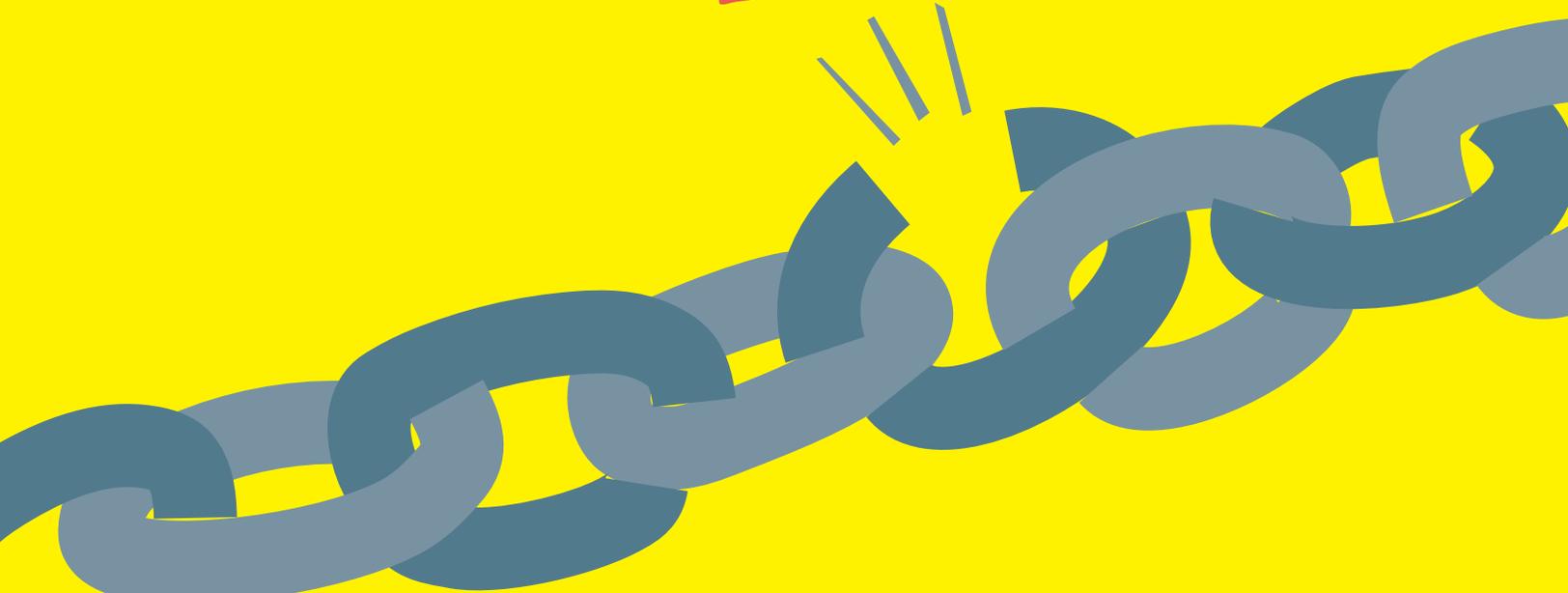


UNCHAIN YOURSELF



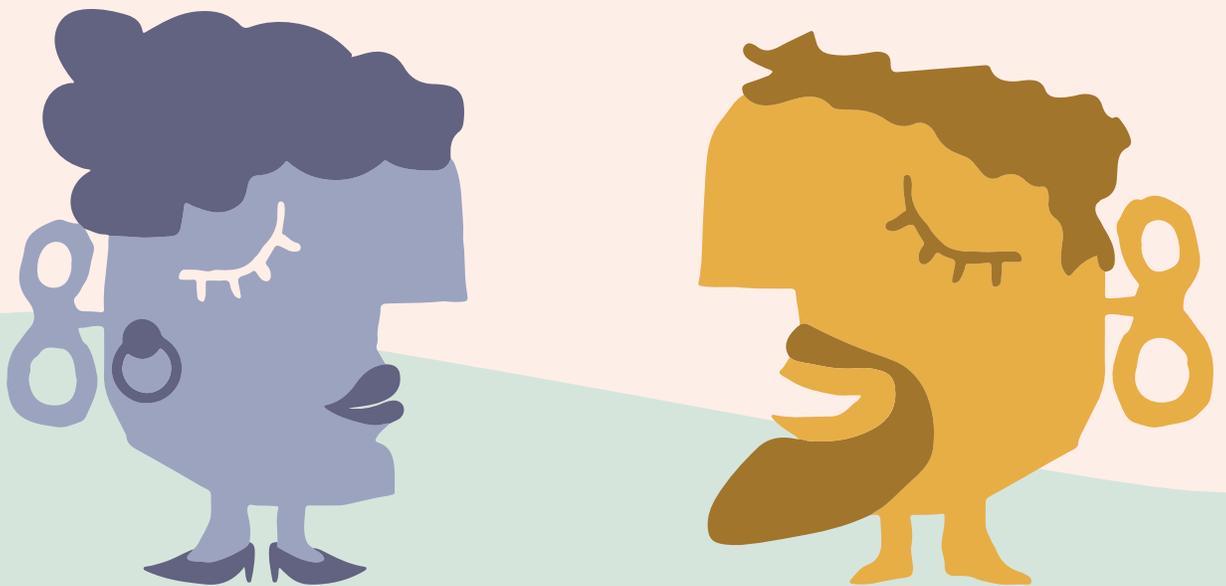
Give your brand room to roam with free-range marketing portal solutions.



Whether traveling from coast-to-coast or staying local, your brand's effectiveness hinges on its consistency paired with a solid connection to what matters most to your prospects.

For the biggest names in the business, the solution is a custom marketing and distribution portal that gives brands the free-range environment they need to grow enabling sales teams and marketing managers to explore bigger horizons.

Our clients include some of the nation's most-respected engineering, architecture and construction firms who have climbed to the top of the industry because of their attention to detail, exceptionally high work-standards, and their ability to deliver work on-deadline. A customized portal solution to streamline brand messages, deliver sales materials more efficiently and save money on campaign materials makes this possible.



Thankfully, we like sharing success—which is why we are happy to let you in on the solutions that help our most respected clients keep their marketing materials running on brand, on time and on budget.

Here is how a marketing and distribution portal can work for your firm.

On Brand.

Don't take our word for it. Ask some of our clients how they took their companies from local to global and you'll find their brands build more than just infrastructure—they build relationships.

With office locations and clients from rural America to Abu Dhabi, engineering, architecture and construction firms may have diverse needs—but they share a similar challenge. Maintaining brand consistency and marketing flexibility across cultures and time zones becomes an experiment in sleep deprivation for sales teams and marketing managers.

However, with a customized online marketing and distribution portal, marketing managers can upload approved content and quickly pinpoint which areas of content the sales teams may customize. Meanwhile, sales teams can easily log in from anywhere, at any time, to access the collateral they need and adapt it to fit local needs. The ability of real-time marketing solutions removes the likelihood of using outdated materials.

Your industry runs on time, and on attention to details. Proposal deadlines, personalized client resources and sales materials must be accurate and available at a moment's notice.

By leveraging the marketing portal, you can personalize your brand conversation.

Mobile, web, print and email campaigns suddenly begin working together to deliver brand messages across multiple cultures and customs. Marketing messages become more targeted and personalized, and communication tools transform into conversation pieces. Most importantly, the marketing team finally catches a little rest, because the easy-to-use online marketing platform works around the clock.

Marketers report
84%
sent outdated
marketing materials.

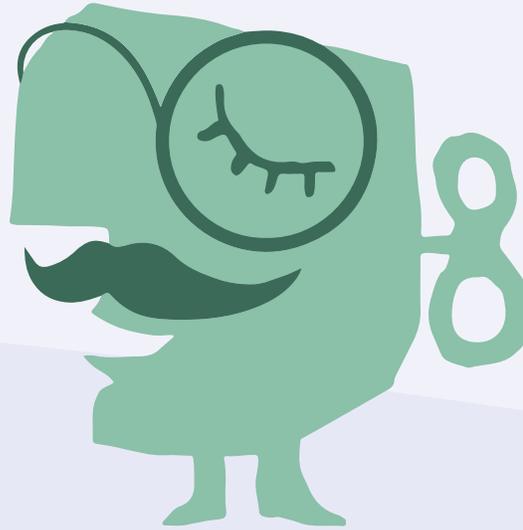


On Time.

As everyone knows, time is money. As your brand and your services grow, so do the needs of your marketing and sales teams. Managing versions, integrating marketing materials and meeting multiple deadlines can unhinge even the most dedicated marketing director...if only there were more hours in the day.

20%

of business time is wasted as employees are searching for the information they need to do their jobs effectively. Workers spend about 2.5 hours per day searching or information.



Sales and marketing teams are only profitable when their time and energy translates directly into booking a project. The best way to gain the competitive advantage, and increase their ROI is to unchain them from the office. Free your teams to go make relationships, deliver personalized sales materials, and close the sale by giving them the tools to easily access

and personalize business cards, proposals and campaign materials on-demand, without the hassle of making a request to marketing.

An online marketing and distribution portal can help sales teams make the most of every minute of every day. With a customized portal available at their fingertips, all approved touchpoints are easily accessed at the click of a button. No longer are sales teams tied to their laptops searching for information, making edits to proposals and double-checking content to ensure it is accurate and up-to-date. Gone are the days when your team's business cards carry the same logo—but different information. The online marketing and distribution portal gives sales teams the freedom to easily customize content and make a stellar impression on the client.

Materials are accessible 24 hours a day, seven days a week, and the tool is simple enough to squash the excuses of even the most inexperienced tech user.

Inside the marketing portal, approved working content is easily stored and managed, so it can be easily accessed from any location, and customized

materials remain on-brand. The single online solution allows marketing managers to be in the know, and gives sales teams instant access to the materials they need to close the deal.

On Budget.

Sales and marketing is a thankless job. Executive teams demand marketing solutions that will transform sales strategies from bean to magic bean stalk, all while delivering ROI. Delivering on these expectations means limiting inefficiencies. It is estimated inefficient workplace practices cost firms as much a 20 to 30 percent of their annual revenue. That's more than a quarter of your hard-earned sales efforts lost, right off the top. Thankfully, you don't have to be an enchanted farmer to reduce wasted time and keep up with your company's growth goals.

Online marketing portals take marketing management to the next level by serving up audience insights in a way that transforms them into the foresight you need to succeed. Through the custom marketing and distribution portal, managers from the biggest brands are able to monitor campaigns, track clicks, and lookout for audience interests. Real-time reporting allows managers to be responsive in the short-term while also laying the strategic foundation for the road ahead. It's all right there in front of you, allowing you to make the most of your limited time.

For the detail-minded manager, the marketing portal manages every aspect of the finished piece so key details like paper weight, color and finishing are consistent each time.

Big brands grow big revenues by relying on the marketing portal to provide oversight and management of hard costs, such as

printing and mailing of massive amounts of campaign materials. These cost-efficiencies are realized when printed materials are tracked and monitored in a single location. Inside the portal, excess costs associated with custom orders and overprints are significantly reduced while more standard materials are printed and inventoried for quick delivery.



61%

of marketers are looking for ways to improve performance, optimize spend, and seek greater efficiency and cost-savings.

Now It's Your Turn.

If this all sounds too good to be true, we're ready to prove it to you. Not all marketing tools are created equally. The best investment for your sales and marketing budget is a solution that not only works, but works **for** you. Big brands don't have a secret weapon; they simply have a solution that works for them.

See for yourself how an online marketing and distribution portal can help you save your brand, your time and your money.

Request a free demo today at MyMediaHead.com or contact Carey Rich at 816-621-2463 or carey@mymediahead.com.



MEDIAHEAD is always looking forward, staying ahead of the industry trends to make our customers' lives easier through technology and marketing solutions. This foresight began ten years ago when our experienced printing team began meeting the needs of the fast-paced world of marketing. As we watched the world of marketing, sales and print evolve, we noticed a need for quicker turnaround times, more touch points and a more effective fulfillment process. At MEDIAHEAD, we find satisfaction and passion in seeing our clients succeed, and we are proud to be the print and technology provider behind some of the biggest success stories in the industry.

Source: <http://www.widen.com/business-case-digital-asset-management/>