

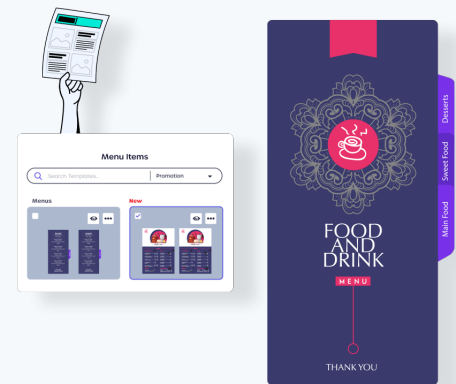
# Empower Franchises with On-Demand Print and Digital Materials

Simplify the way your owners and operators centralize, customize and distribute their collateral.



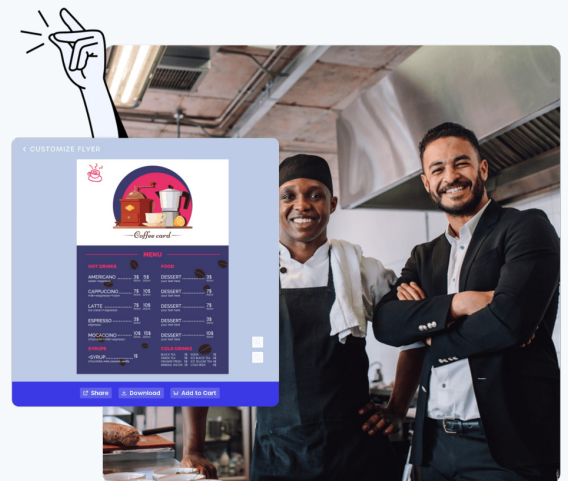
## Franchise Marketing Challenges

Marketing a franchise brand can be difficult due to keeping brand consistency across so many local markets – all while ensuring that there are specific targeted campaigns to those local audiences. Not only that but ensuring that you can create multi-channel campaigns throughout territories located across vast geographics can be challenging. Luckily, MarcomCentral can help ensure brand consistency, allow individual franchisees to customize those items for their local markets, and distribute to multiple channels seamlessly.



## A Single Solution

MarcomCentral is a single location where an organization can securely store their marketing collateral or other creative assets. Like a marketing intranet, it allows for deep customization and bulk changes to collateral. This collateral can be nearly anything, from emails to one-pagers, ebooks, to social posts. With MarcomCentral, marketers can pre-approve everything that goes into the platform and allow other departments, franchisees, or even local managers to customize their marketing materials for their specific use case. This cuts through the marketing noise with highly personalized messaging, without the need to hire a design agency every single time.



## Compliance and Customization

When maintaining compliance is key controlling specific elements of your collateral, as well as who can access and update those assets, take on increased importance. Lock specific aspects of documents to ensure that when customizing a piece of collateral, it can be tailored to specific locations, all while maintaining brand compliance. Our web service facilitates automatic updates on sensitive data in real time, keeping everything compliant without the burden of administration management.

## Features



### A Single Portal

MarcomCentral gives you the ability to create a brand portal customized to your brand specifications and available 24/7/365.



### Bulk Updates

With the power to make changes across multiple files at once, scrambling to fix compliance wording or brand issues on hundreds of pieces of collateral is a thing of the past.



### Deep Customization

Create a single brochure and add it to MarcomCentral with the ability to customize graphics and content for specific customers. Empower franchisees or location managers with the ability to customize through our intuitive WYSIWYG editor.



### On Brand Always

Marketing or Admin teams have full control over MarcomCentral and can be sure that everything inside is pre-approved.



### Connect Direct to Fulfillment

Our integrations include the ability to connect to many print providers – giving users the ability to order collateral directly from the portal.



### User Permissions

Ensure that the right individuals get access to the right collateral by segmenting them into different groups. They'll only see the items specifically made for them.



### Built-In Analytics

MarcomCentral has deep analytics that comes standard in the software. Gain insights on which materials are being used the most and ensure that your marketing follows suit.

*"We no longer waste hours manually distributing materials or looking for specific collateral, thanks to MarcomCentral. The customization function has allowed us to tailor our marketing materials for various target markets, resulting in more successful campaigns. MarcomCentral has been a fantastic tool for our team and improved our marketing procedures"*

- G2 Review