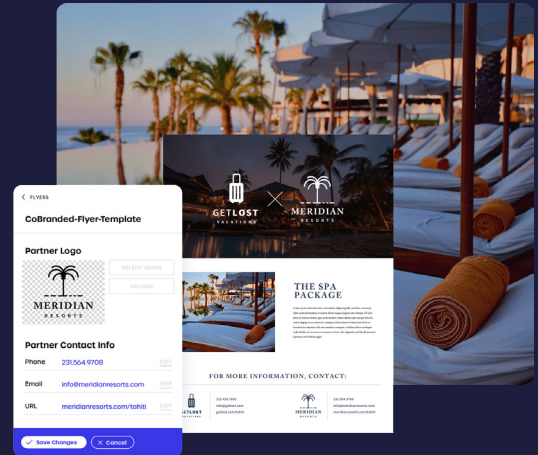# Elevate Your **Hospitality** Marketing with MarcomCentral: The Distributed Marketing Solution

Deliver Consistent, On-Brand Experiences Across All Properties

In the hospitality industry, providing a seamless guest experience is crucial to maintaining brand loyalty. MarcomCentral's distributed marketing platform enables your hotel chains, resorts, and franchise locations to create tailored, locally relevant marketing materials while ensuring brand consistency. Key benefits include:

» **Centralized Brand Hub:** Manage all marketing assets—whether it's brochures, in-room signage, or promotional campaigns—from one central platform, ensuring they are accessible and brand-compliant for all your properties.

» **Customizable Templates:** Offer franchisees and properties access to pre-approved, customizable templates, allowing them to create region-specific marketing materials while staying on-brand.

» **Ecommerce Storefront:** Local teams can easily order and customize materials via a self-service storefront, streamlining the process of updating guest information, seasonal promotions, or event-specific collateral.
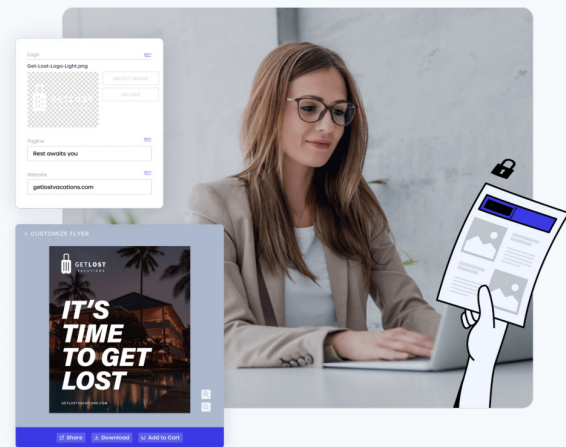
## Streamline Your Marketing and Fulfillment Workflow

MarcomCentral's integration capabilities allow you to simplify marketing production and fulfillment across multiple properties, ensuring materials are delivered efficiently and error-free:

» **Automated Ordering & Fulfillment:** Once local properties customize their materials, orders are automatically routed to your print production or fulfillment center, eliminating manual steps and reducing turnaround time.

» **Real-Time Updates:** Ensure all properties have access to the latest marketing materials. Whether launching new campaigns or updating property-specific information, real-time updates keep everyone aligned.

» **Inventory Management:** Gain full control over marketing collateral inventory, reducing waste and ensuring that each property has what it needs, when it's needed, without overstocking or running out.

Boost Efficiency, Compliance, and Profitability

MarcomCentral's platform allows hospitality brands to operate with increased efficiency while ensuring compliance with brand guidelines, enhancing profitability:

» **Eliminate Manual Processes:** Automate the entire ordering and fulfillment process, from marketing material selection to production, removing the need for manual intervention and minimizing errors.

» **Faster Speed to Market:** Properties can access, customize, and order updated materials instantly, allowing you to quickly roll out seasonal offers, holiday promotions, or event-based marketing.

» **Cost Control:** By centralizing marketing asset management and automating workflows, MarcomCentral helps reduce production costs, improve budget management, and minimize waste across all properties.
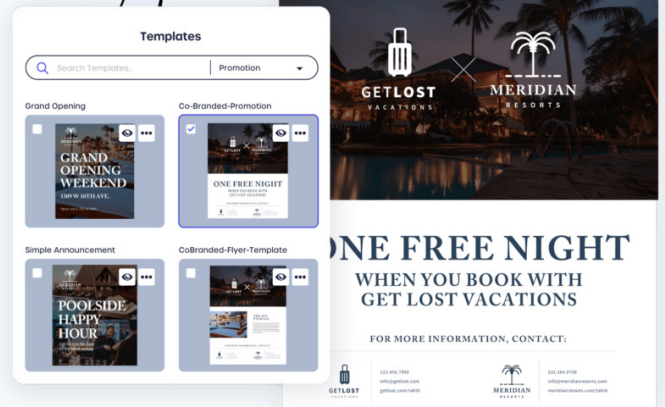
Drive Local Marketing Effectiveness with Personalization

MarcomCentral enables your properties to tailor marketing collateral to local guests and events, helping you enhance the guest experience and increase occupancy rates:

» **Localized Marketing:** Give properties the flexibility to tailor their materials to local markets and events while keeping core messaging and branding consistent.

» **Personalized Promotions:** Allow properties to create and promote localized offers, packages, or event materials, empowering them to drive guest engagement and increase bookings without sacrificing brand integrity.

» **Analytics & Reporting:** Use built-in analytics to track the performance of your marketing materials across all properties, providing insights into what resonates with guests and which campaigns drive bookings.

Ready to Elevate Your Hospitality Marketing?

Discover how MarcomCentral can help your hospitality brand maintain consistency, improve operational efficiency, and empower local teams to create compelling, localized marketing materials. Contact us today to learn more or schedule a demo.

MARCOM.COM