

Marketing Manufacturing Just Got Easier

Enable your dealer/distributor network with a brand hub that gives your partners the flexibility to customize product marketing collateral on-demand



Marketing Manufacturing can be Complicated

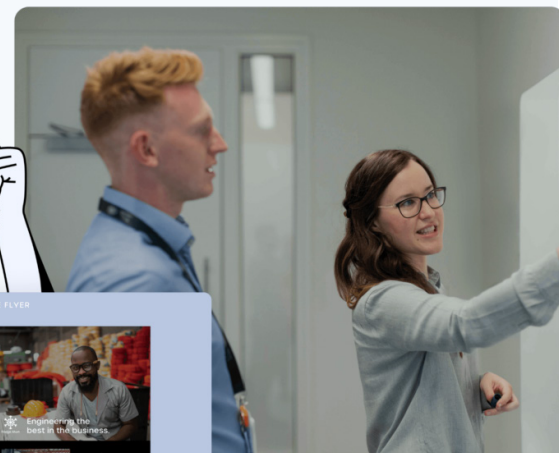
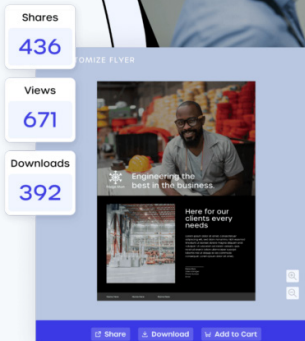
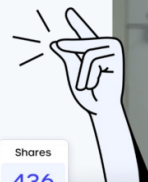
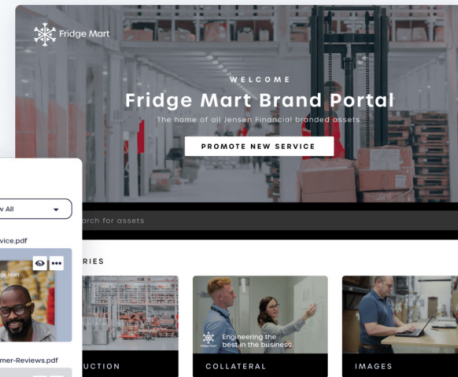
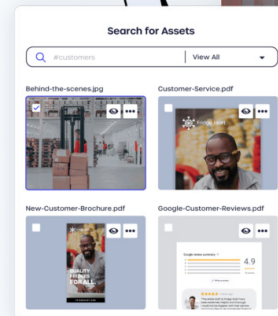
Marketers for manufacturing organizations are facing many different challenges. Some common issues are things like **limited budgets and lack of digital expertise**. These are problems that marketing teams across industries face. Specifically for manufacturers, however, is the challenge of creating engaging content for different distributors, while ensuring that the product specifications are correct and everything stays on brand.

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, or even distributors, 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.

Cobranding and Customization

Working with many dealers and distributors can be difficult. MarcomCentral makes it easy to ensure every partner has all the information for their specific needs and empowers them to **create co-branded collateral on demand**. Lock specific aspects of documents to ensure that when customizing a piece of collateral, it can be tailored to specific product lines, 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 Edits

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 dealers and distributors 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

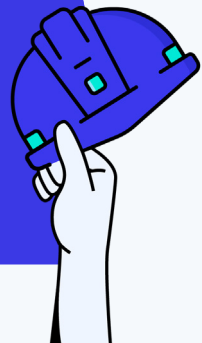
Ensure that the right individuals get access to the right collateral by segmenting them into different groups. They'll only see the items specifically made for them.



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."



MarcomCentral is not just a tool; it's a strategic partner for marketers to thrive in any competitive market. Elevate your customer experience, captivate your audience, and drive success with MarcomCentral.

To learn more, visit us at

[MARCOM.COM](https://marcom.com)