



# Multi-channel Marketing & Producer Enablement: How Distribion Delivers Measurable Value

Web-based Platform • Email • Print • Collateral • Campaigns • Search • Data • Mobile • Social • Microsite

- 25%** Increase Marketing Efficiencies
- 15%** Reduce Compliance Costs
- 10%** Increase Sales Conversions
- 10%** Reduce Support / Maintenance Costs

# Increase revenue, efficiency – reduce costs – enforce compliance

The Distribion Distributed Marketing Platform delivers increased marketing efficiencies and revenues, while reducing operational costs, and maintaining brand and regulatory compliance.

We all understand that dollars spent on technology to manage digital assets, automate email marketing, manage print and collateral, publish microsites and landing pages, build proposals, ads, and customized sales kits, report, track, and monitor your marketing process are dollars you can't spend on other marketing priorities.

But the truth is multi-channel marketing is a complex process, and managing it effectively just isn't possible with manual processes.

So how do you get the dollars you need to meet all of your priorities? By building a business case that shows management exactly why the right marketing automation solution is essential, right now.

Everyone is being asked to do more with less – and the marketing department is the last place in many organizations where complex processes are still managed manually. That's changing, as more companies recognize the many ways that technology can deliver measureable results.

This booklet provides the business case and value proposition that our customers have used in order to obtain funding for their own multi-channel distributed marketing transformations. It will show you how to tie benefits to high-level initiatives with measurable KPIs that show where benefits are realized in multiple areas.

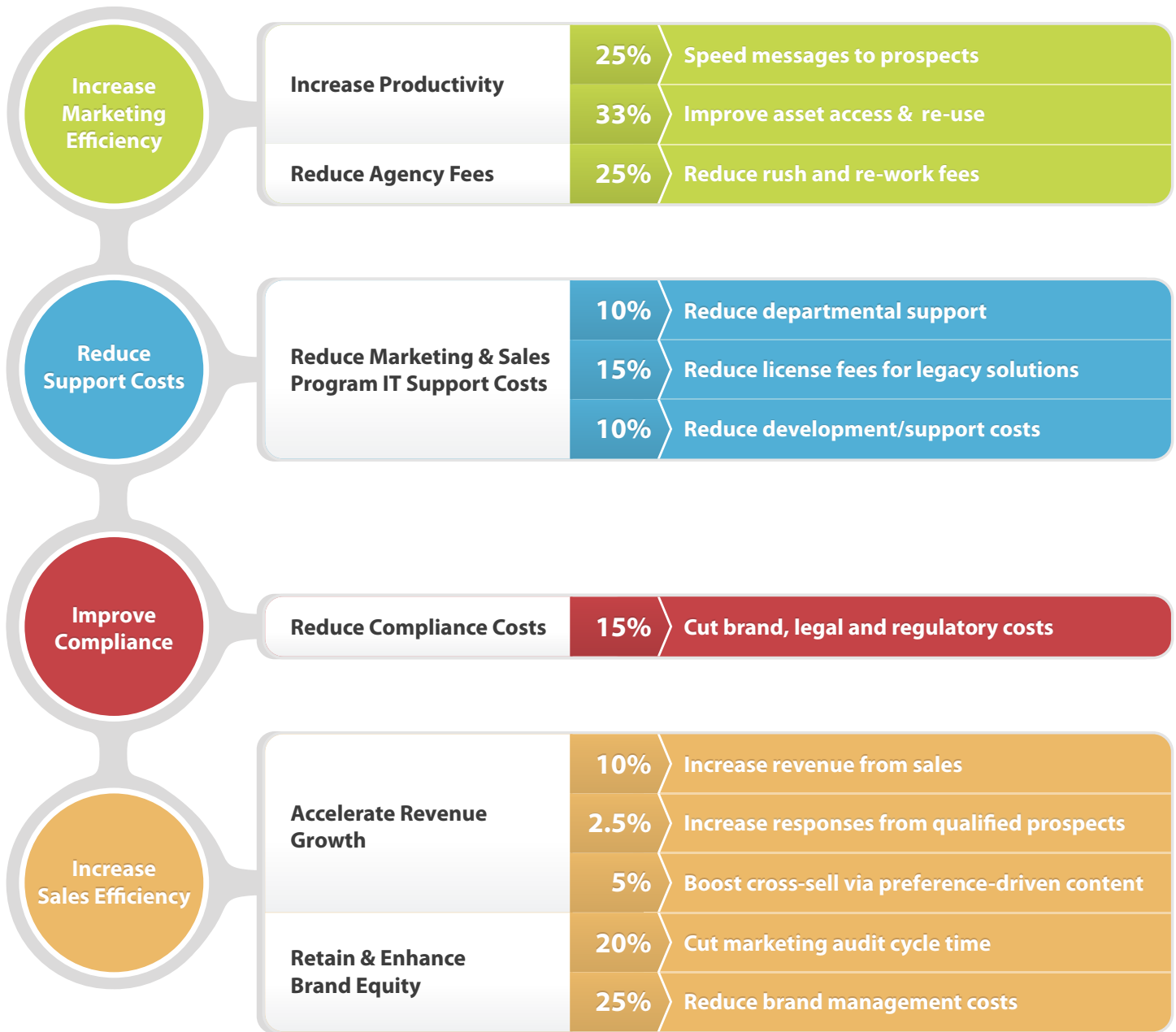


# What kind of results can you expect?

That depends on your existing processes and services, but the chart on the facing page shows average results\* from the 125 customers who have been using the Distribion solution to deliver real-time results for over 150,000 local and field marketing and sales professionals.

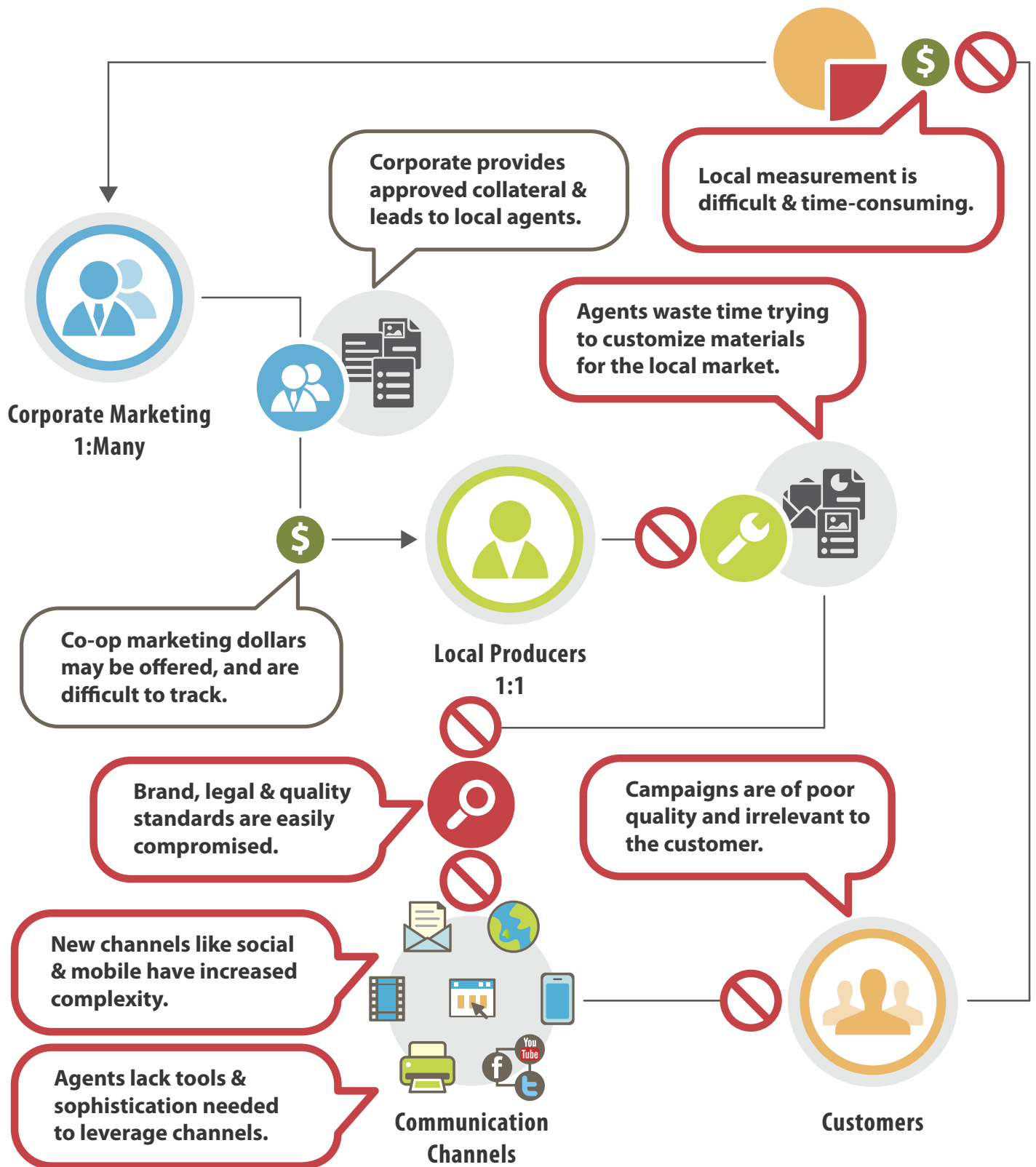
The Professional Services team at Distribion has developed a series of pro forma assessments that will help you build a business case showing where a distributed multi-channel marketing automation solution can deliver results for your organization. Beginning with an assessment of your current marketing processes, the pro forma model will quickly outline a value proposition that makes it easy for management to understand and approve budget requests based on your actual and projected costs, savings, and processes.

Review this information – and then call us. We'll help you build a compelling case for YOUR company, based on your actual processes and current costs.



\*The chart above aggregates and averages data from multiple Distribion clients in various industries. Your actual results may vary. Distribion will provide the pro forma assessment and model business case that will help you identify specific areas where your organization can benefit from a distributed multi-channel marketing automation solution.

# Today's Complex Process: It Doesn't Have to be This Hard



# Increase productivity – so sales can focus on selling

If the diagram at the left looks like your current distributed multi-channel marketing process, don't feel bad. You're far from alone.

Corporate marketing has the vision and the strategy, but sales are made locally. The challenge lies in delivering instant access to a simple solution that lets producers select a campaign and contacts, personalize it in seconds, and be done -- without compromising centralized management, compliance, and tracking.

A CMO survey last year reported that field and local sales people spend 20-50% of their time creating or revising marketing collateral, presentations, and proposals – often under deadline pressure that encourage them to skirt or ignore the corporate approvals cycle. In addition to wasting precious time that should be used to drive increased premiums, this is a significant compliance problem.

Why do they do it? Because they feel it's necessary to customize, personalize or adapt the materials provided from corporate marketing.

Over time, the marketing process became more complicated and less productive as new channels, new regulations, and new technologies were added.

But it doesn't have to be complicated or unproductive.

# The Distribion solution

The marketing strategies and communications challenges faced by many companies can be resolved with one simple marketing solution: Distribion's Distributed Marketing Platform (DMP).



## The Solution

Distribion's Distributed Marketing Platform is a Web-based solution that empowers local offices, agents and brokers with the ability to customize collateral and execute multi-channel campaigns within corporate standards.

### Corporate

- Automate Real-time Tracking
- Reduce Customer Acquisition Cost
- Maximize Customer Value

### Producer

- Generate More Leads
- Convert More Leads to Customers
- Eliminate Campaign Hassles

### Compliance

- Enforce Standards
- Minimize Risk
- Streamline Approvals

### Customer

- Deliver Relevant Information
- Improve Customer Satisfaction
- Reduce Unwanted Contacts



Distribion is the only proven distributed marketing platform that provides a complete solution for multi-channel marketing. This robust distributed marketing tool empowers corporate marketers, as well as every entity in the field.

After safely logging on to the user-friendly interface, local and field sales people are able to create, customize, localize, plan, manage and execute marketing campaigns across a variety of channels while maintaining brand standards and compliance.

Corporate marketing can load almost any form of marketing asset into the system, then set permissions that allow sales people to reuse it, or even customize approved sections, with real-time reporting and tracking, assured compliance, and built-in planning and communications tools to make the whole process work smoothly.

The Distribion DMP can integrate with the CRM, analytics, social networking, sales force automation, and email deliverability tools you already use.

Multi-channel distributed marketing organizations are anything but simple to manage – but the process gets a lot simpler – and much faster -- when you have the right technology.

# Quick Start Program Value

Distribion's professional services organization provides deployment strategy and implementation services to help customers optimize the utility of their Distributed Marketing Platform. Each of our consultants has over ten years experience in marketing and understands how best to create, connect, communicate and control marketing communications across channels and is thoroughly trained in configuring and deploying your Distributed Marketing Platform.

For those organizations that wish to evaluate the Distributed Marketing Platform for proof-of-concept or quick win purposes, Distribution has created a Quick Start Program to help you get started more rapidly to receive the full benefit of utilizing a single platform to better manage your digital asset management and marketing/sales communications needs.

The Quick Start Program ensures rapid system configuration and deployment, population of users and digital assets, implementation of simple business rules and approval flows and related communications module components.

Typical Quick Start Program duration is 60-120 days with defined success metrics and positions your organization to transition to a full instance of the Distributed Marketing Platform at conclusion.

# How managed services can add even more value

We can work with your creative team to implement your distributed multi-channel marketing solution, or provide the resources you need via short or long-term managed services.

- Consulting
- Campaign execution and management (email, print, media, marketing specialties)
- Creative design
- Web design & development
- Interactive
- SEM / SEO
- Social media management
- Mobile application development
- Custom application development
- Proposals and sales enablement tools
- Database management
- List sourcing, hygiene, segmentation, modeling, and management

# Streamline marketing operations

Technology, in the form of the Distribion Distributed Marketing Platform, can help you complete marketing tasks faster, with fewer resources and less wasted time. For example:

- Cut the time spent searching for marketing assets with our integrated digital asset management solution.
- Automate manual tasks like approvals, reporting, external vendor communications, and change management.
- Streamline the communications process to get sales messages to prospects faster.
- Activate user profiles that enable local customization and personalization while enforcing brand and regulatory compliance standards.



Distribion's Distributed Marketing Platform (DMP) is a Web-based solution that's been proven in top-performing life, P&C, annuity, and financial services companies. What kind of productivity increases can you expect? How about:

## Increase Productivity



Speed messages to prospects



Improve asset access & re-use

## Reduce Agency Fees



Reduce rush & re-work fees

# Reduce program costs – increase ROI

Whether it's the process of putting together the marketing budget for the next year or simply a quarterly review, nothing makes a CEO or CFO happier than hearing from the CMO about the areas in the marketing process where they can reduce program costs while increasing ROI. How do you do that?

- Reduce reliance on external agencies and temporary resources by making it fast and easy to assemble presentations, brochures, and proposals that are localized and customized for local or independent producers.
- Plan print production runs to reduce rush fees and waste.
- Significantly reduce the risk of compliance or legal consequences.



**Reduce  
Support Costs**

What kind of results can Distribion deliver? As with other savings, it depends on your current process and model, but here are some typical savings our clients have achieved.

## Reduce Marketing & Sales Program IT Support Costs



**10%**

Reduce  
departmental  
support



**15%**

Reduce  
license fees for  
legacy solutions



**10%**

Reduce  
development /  
support costs

# Enforce compliance – while enabling customization & personalization

The only thing that's grown faster than the number of marketing communications channels is the number of regulatory bodies with sometimes conflicting standards that control what information can – and can't – be included in your marketing messages.

It's an alphabet soup of regulations, and it takes a team of corporate experts to ensure compliance. This is just one reason why centralizing marketing assets and messages is so important.



**Increase  
Compliance**

Balancing two competing goals – compliance and instant local personalization & customization – is possible only with a multi-channel marketing automation solution designed specifically for distributed marketing organizations in regulated environments. Users of the Distribion Distributed Marketing Platform report a reduction in compliance costs of 15% or more – plus a much faster time to market.

## Reduce Compliance Costs



**15%**

Cut brand, legal & regulatory costs

The Distribion Distributed Marketing Platform is a permission-based system that uses profiles to manage access, content, and compliance. Permissions can be based on an individual's role in the company, their geographic location or territory, or their regulatory status. For instance, Registered Representatives whose marketing activities are regulated by FINRA, or local producers outside the U.S., may be treated differently by the system than other users.



The system can also restrict content by the recipient's geographic location, so that prohibited offers aren't sent to areas where they are banned, or disclosure statements are included in materials shipped to a location where they are required. The key to using multi-channel marketing automation as part of the compliance process for a distributed organization is planning the workflow and setting up the system to automate and streamline processes.

# Write more business – build brand equity

When it's all said and done, spending on any marketing automation solution has to be based on how well the technology helps you drive revenue. The Distribion Distributed Marketing Platform delivers measurable sales efficiencies that deliver better results and more revenue.

What effect on your bottom line would you get by adding 10% or more to your revenue, and cutting costs by about 3%? What if you also cut time to market by 20%? That's what happened for some Distribion clients.



**Increase  
Sales Efficiency**

We're so certain that you'll see the value in our solution that we're happy to make one of our professional services experts available to help you build your own business case. Using your existing marketing process and current metrics, we'll show you exactly where you can achieve the best results, and use real numbers for the costs, benefits, and savings you can achieve with the right marketing automation solution.



Here are some examples from current customers:

## Improve Initiative Success & Impact



## Retain & Enhance Brand Equity



# Working on your 2013 budget?

Let us help you develop the business case that will get your budget for a proven multi-channel distributed marketing automation solution approved in record time. We've got a proven solution – and the proof is in the numbers and the results that over 125 clients with 150,000 users have achieved.

You can get access to our pro forma models that will help you build a case that one customer recently called, “a no-brainer for management to approve.”

Let us demonstrate the Distribion Distributed Marketing Platform for you today – or sign up for the free mini-assessment that will identify the key areas where automation can streamline, simplify and improve your multi-channel distributed marketing process. Most of our clients report significant increases in efficiencies that help to cut costs, as well as measurable improvement in sales effectiveness – from leads to conversions and all the way to sales.

Click here to [schedule a demo](#), here to [watch a video](#), or [here](#) to get one of our Professional Services professionals started on your assessment.

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“The approach that Distribion took was consultative, and they made it easy for me to identify the information that would highlight the specific effects that the Distributed Marketing Platform could have on my marketing organization. With that focused, relevant business case in hand, I got nearly instant approval for the project.”

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