



Distributed Marketing



aprimo™



What is distributed marketing?

Distributed marketing is a model adopted by organizations who have both a central (corporate) marketing function as well as local (distributed) marketing functions. These distributed functions can be separate organizations, business units, departments, or individuals. Both central and local levels have marketing responsibilities. The beauty of distributed marketing is it allows both the corporate and the local level to work together to achieve greater marketing results.

Why is distributed marketing important for your marketing?

Many organizations have a distributed sales and marketing model in the form of a partner channel, field marketers, agents, nationally-dispersed branches, or a global franchise network. For these organizations, it is a challenge to ensure that corporate branding and messaging is compliant and relevant at the global, national, and the local level. Many times, the local level does not have the expertise or the resources to execute effective marketing campaigns, and when they do, they execute campaigns that are not consistent or compliant with corporate guidelines. And brands often lack the visibility into the marketing activities agents or partners are executing. With Aprimo Distributed Marketing, corporate marketing gains the unique ability to manage people, content, data, and funds, and has insight into the performance of the campaigns and programs.

Aprimo Distributed Marketing, formerly Renew, is a through-channel marketing automation platform that brings control, transparency, and enterprise-class capabilities to local marketers of distributed organizations and their respective channel programs. Aprimo helps customers build higher engagement and drive more leads and sales through local entities. With Aprimo Distributed Marketing, brands can market to, through, and on behalf of their distributed channels at scale. Additionally, marketers control the flow of content, leads, and funds to easily distribute and manage local marketing, while maintaining control and visibility at all levels.

// From a channel messaging perspective, Aprimo is on point! I'm in awe of what you are doing in the space. The automation and ease of use is industry leading. This is an unbelievable partner program. //

Mark Jobson, Tekefficient



Increase engagement with local marketers & channel partners

Connect your entire local marketing ecosystem to what they need.



Keep the local level engaged and in the know.



Easy, scalable engagement to grow your local community.



Manage local marketers and partners.



FEATURES

- ✓ **Precision Connect:** A patented technology that enables brands to give the right access, content, funds, or leads to the right partners, at the right time.
- ✓ **To-Partner Communications:** Mobile responsive and customizable email templates brands can send to the local level to share product announcements, new campaigns, and channel programs.
- ✓ **Social Wall:** A simple way for brands to share announcements with the local level.
- ✓ **Brand Forum:** Focused discussions on products or solutions to specific groups or individuals.
- ✓ **Partner Engagement Manager:** Track and manage partner relationships and marketing activities.

Gain control of your brand

Ensure content is on-brand and compliant.



Provide on-demand access to print and digital content.



Customize and co-brand for locally-relevant content.



Automation of co-branded collateral and video streamlines processes.



Enable easy and controlled execution of digital advertising at scale.



FEATURES

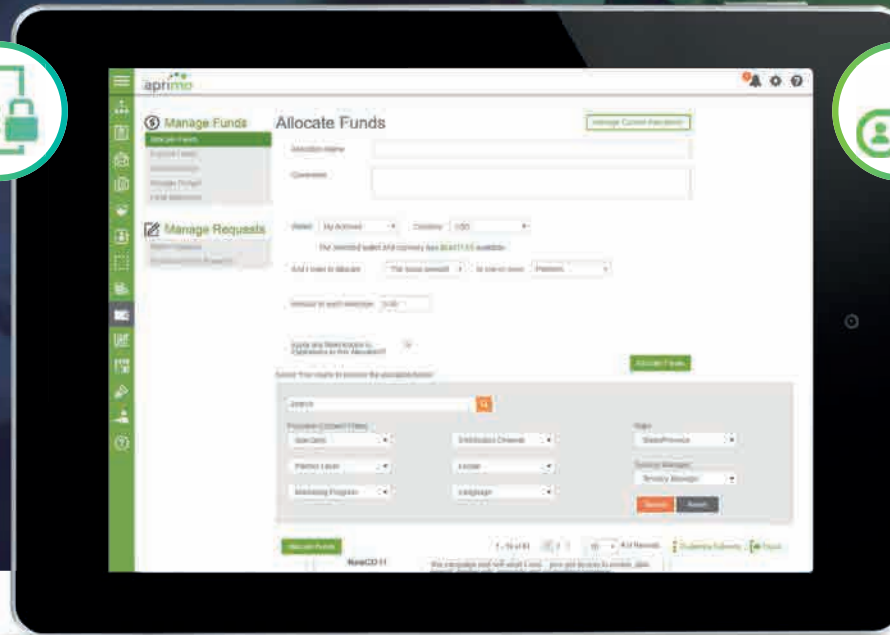
- ✓ **BrandBox™:** Allows brands to easily share pre-approved marketing assets such as collateral, images, and videos with local entities.
- ✓ **Co-Branded Collateral:** Enables the local level to automatically co-brand marketing and sales collateral to download as print-ready PDFs or seamlessly send to a printer for fulfillment.
- ✓ **Direct Marketing:** Brands are able to market directly through and on-behalf of local marketers and partners through email, direct mail, and telemarketing.
- ✓ **Content Syndication:** Easily push web content, individually or en masse, to local websites.
- ✓ **Co-Branded Video:** Brands provide approved video assets to partners and local marketers to customize and co-brand.
- ✓ **Co-Local Advertising Engine:** A scalable and powerful way to automatically place display, pay-per-click (PPC), video, and social advertisements.
- ✓ **Campaign-in-a-Box:** Pre-packaged bundles of marketing elements for the local level to launch professional, integrated marketing campaigns in a few clicks.

Get the Most Out of Your Channel Funds

Brand governance over allocation, expiration, and usage.



Encourage compliant and timely fund usage.



Give the local level visibility to available funds.



Easy execution of pre-approved marketing campaigns using marketing funds.



FEATURES

- ✓ **Funds Distribution and Management:** Fully or partially fund campaigns with co-op or market development funds (MDF), enable self-funding, or even tie funds to specific partners and users to get focused results from your investment.
- ✓ **Wallets:** The local level can use various wallets to pay for co-marketing programs.
- ✓ **Funds Reimbursement:** A simple workflow helps brands reimburse dollars to the local level.
- ✓ **Notifications and To-Partner Marketing:** Rules-based or manual communications encourage partners to take advantage of the funds available.

Find, Score, Nurture, and Close Your Leads

Enable your partners to easily generate and manage leads.



Capture and synch leads between you and the local level.



Distribute leads locally via push or pull distribution.



Control the local level's access and usage to leads with configurable rules.



Convert more leads throughout the buyer's journey.



FEATURES

- ✓ **Lead Hub:** Brands and the local level can access and engage with leads and opportunities. Brands can route leads to partners and are able to have more visibility into local activities.
- ✓ **Lead Scoring:** Brands can help the local level automatically qualify and prioritize leads.
- ✓ **Lead Nurture:** Gives local partners the power to automatically nurture leads throughout the buyer's journey.
- ✓ **Distributed Data Mart:** The local level pulls data and leads from segmented databases to use in marketing campaigns.

Gain More Visibility



Optimize marketing activities based on detailed performance metrics.



Track people, content, data, and funds to monitor performance.



Understand how marketing budget is spent to more efficiently use local marketing funds.

FEATURES

- ✓ **Business Intelligence:** Monitor and optimize your local marketing efforts with access to detailed metrics around funds, campaign performance, and local channel engagement.
- ✓ **Dashboards:** A quick and visual way to see your ROI on campaign launches and orders, digital advertising, lead responses, marketing spend, and local marketing orders.
- ✓ **Reports:** Detailed activity reporting including campaigns, emails, local marketing engagement, and funding.

Aprimo Distributed Marketing

Technical Advantages

SaaS solution

A platform in the cloud helps lower the total cost of ownership and provides a way for Aprimo to rapidly create and deploy innovations.

Scalable

Capable of supporting large networks and keeping it simple through scalable automations.



Open Architecture

Brands are able to build their own integrations into Aprimo Distributed Marketing.

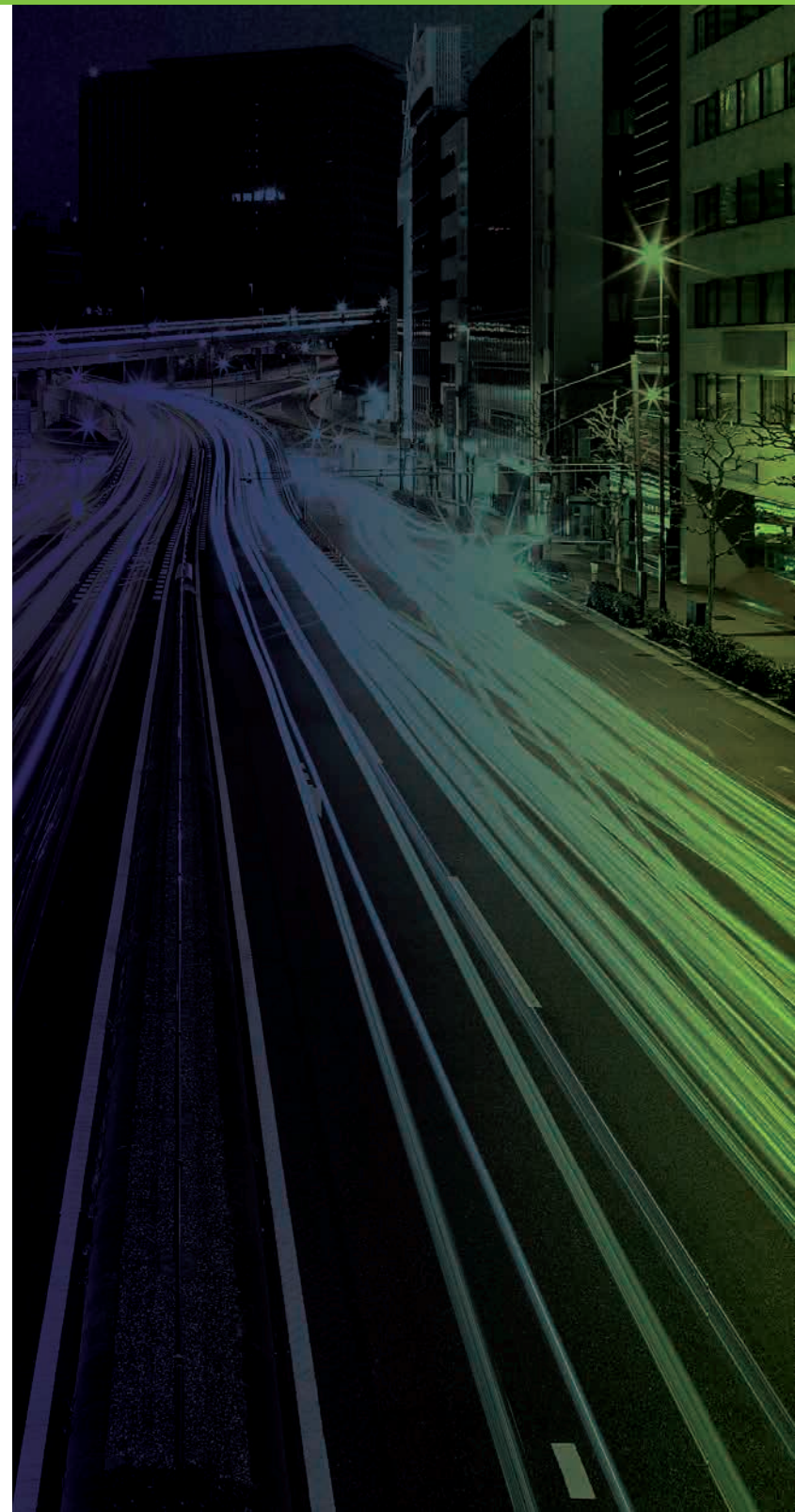
Accelerate channel performance

Brings together the content, campaigns, funds, and data with the right tools to make the process simple and seamless for brands and local marketers and partners.

What do you get with the Aprimo Distributed Marketing solution?

A powerful platform for brands to empower their entire marketing ecosystem to effectively and efficiently market and drive business at scale:

- Amplify your marketing voice through local marketers and partners.
- Deliver a consistent brand experience across all touch points.
- Increase local partner engagement and productivity.
- Gain control, transparency, and visibility into your local marketing.
- Maximize the ROI on your distributed marketing efforts.





The Aprimo Advantage

The market shift towards customer experience requires today's marketers to bridge the gap between the customer experience and marketing complexity. Aprimo gives you a marketing operations experience that involves enhanced capabilities, technologies, and best-in-class services that save time and money.

Aprimo gives the Advantage:

- Strong history as a global leader and an enterprise marketing innovator in the industry.
- Seamless ecosystem integration through scalable, integrated suite of products.
- Manage complex, omnichannel marketing challenges with a single system of record.
- Agile implementation with Aprimo's quick time-to-value activation methodology which shortens time to market.
- Cloud-based SaaS solution provides unparalleled scalability, reliability, and lower total cost of ownership.

The pressure is on. Marketers need Aprimo to provide agility and visibility. We are the only company that can optimize spend, resources, and content into one, integrated SAAS solution. We give marketers an advantage that includes increased innovation, faster implementation, scalability to match business growth, and a significantly lower total cost of ownership.

Get the Aprimo Advantage.

About Aprimo

Aprimo's marketing operation technology gives marketers the advantage to govern and grow their brand.

Aprimo delivers the advantage with its innovative Marketing Operations Hub. We allow marketers to manage budgets, data, people, and content throughout the ideation, workflow and campaign delivery of the brand experience while maximizing provable ROI.



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