The Power of Simple for marketing and communications

Replace the wrong kind of complex with the right kind of Simple.

We expect marketing and communications to be challenging. But the challenges should involve strategy, not complex project management Simple lets you do marketing and comms the way it should be, in four steps.

Step one: Take total control

Imagine coming in to work every day and just knowing everything. The status of every campaign and job. How budgets are tracking. How much capacity there is to take on new work. What's been approved, and where the correct, most up-to-date version of every asset can be found. Simple does all of this straight out of the box.

Step two: Accelerate workflow productivity

Once you've got the hang of Simple, you can actively search out processes large and small that are slowing your team down. Anything from overlong creative reviews to spotting excess team capacity that's going to waste.

Step three: Be merciless on costs

Are you completely across how much you're spending on agencies and suppliers? Many marketing departments aren't. But with a centralised view of costs down to the campaign and job level, you can spot hidden out-of-scope costs and other sources of operational bloat — and cut it out.

Step four: Make fast a habit

As many marketing departments are rapidly discovering, the secret to success is the speed with which you can go to market, test your ideas and respond to customers and change. Simple makes Agile marketing intuitive and easy.

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simple.

The Power of Simple is all about avoiding the pain of complexity.

Sometimes, one small mistake can snowball, or one tiny oversight can lead to huge ramifications later on down the track. To stop that happening, Simple combines:

Marketing resource management
A high level centralised view of your marketing workflows.

Budget management
So you always know what's being spent where.

Digital asset management
A single, up-to-date repository for all your assets.

Approvals management
Ensuring only the right content reaches your customers.

Traffic management
To ensure your team always meets deadlines.

Support for Agile marketing
So you can pivot quickly and plan on shorter time horizons.

The pain of complex

Exploring 30 different spreadsheets to see if you're spending what you think you're spending on what you think your spending it.

That panicked search through your sent items folder in the desperate hope of finding those three missing JPGs by 4:30 pm.

Knowing in your gut that someone, somewhere has done something wrong, but not having the faintest idea how to figure out what it is.

The Power of Simple

All your budgets connected on a single platform.

All your digital assets, tagged, searchable and in one place.

A single dashboard with everything on it.

Microsoft Teams

Microsoft Partner
Gold Application Development
Microsoft

Plus: Seamless integration with the world's most popular collaboration platform.

Get more from your investment in Microsoft Teams
Simple integrates with Microsoft Teams (or works in your internet browser if you don't have Teams) – which means it's much faster to learn and master, so you realise value from your investment sooner.

Get more from your entire martech stack
With over 500 connectors integrating with the most popular martech applications, Simple forms a hub from which all activity can be centralised and managed. And by doing so, it extends the value of your existing investments in people, processes and technology.

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