

HOW TO SLASH MARKETING COSTS AND KEEP ON MARKETING.



Marketing Asset Management

PUT AN END TO THE WASTED COSTS OF MARKETING MATERIALS.



Marketing can be a significant cost center. What if you had a technology platform that could dramatically **decrease this cost center while helping your team get more marketing done?**

And what if the investment in this service was a tiny fraction of the savings, revenue and ROI you'd gain?

ZUZA's Marketing Asset Management platform, or **ZUZA MAM™** for short, delivers this to you by automating your marketing materials supply chain. The service provides an end-to-end solution that manages the marketing materials for your entire organization **and eliminates significant costs.**

ZUZA MAM can save you big dollars in all of these areas:



Order Processing and Fulfillment

ZUZA MAM's automated online ordering system relieves your marketing staff of this daily burden, freeing them for more important revenue-generating activities.



Procurement

ZUZA MAM greatly reduces the number of print vendors and individual transactions to manage with simple contracts and pre-approved pricing, eliminating countless hours of repeat purchasing activities.



Inventory Management

ZUZA MAM's digital just-in-time, print-on-demand capability lets your team order custom materials in cost-effective short runs, minimizing the need for costly warehousing of large orders. ZUZA MAM's built-in reporting allows easy tracking of orders and deliveries so you always know where everything is – a real time saver.



Customization

ZUZA MAM uses pre-formatted templates, enabling users to easily customize materials for local needs while staying in compliance with your corporate brand and governmental regulations. This allows your team to quickly deliver custom-tailored materials at very low cost.



Compliance: Brand & Regulatory

ZUZA MAM gives all users instant access to materials that always meet your brand and regulatory requirements. This eliminates lost revenue due to poor brand image when users create their own, non-compliant materials. It also avoids possible fines for providing material that is out-of-date or otherwise does not meet governmental regulations.



Outsource Artwork Production

With pre-approved templates for your marketing materials stored in the ZUZA MAM platform, there is no longer a need to pay outside designers and production artists to keep materials up-to-date and in compliance, nor to customize materials for specific needs.



Obsolescence

ZUZA MAM's just-in-time production and easy customization of collateral eliminate costly over-printing of generic materials that quickly go out of date. This in turn eliminates the costs of storing, tracking, and disposing of obsolete materials.

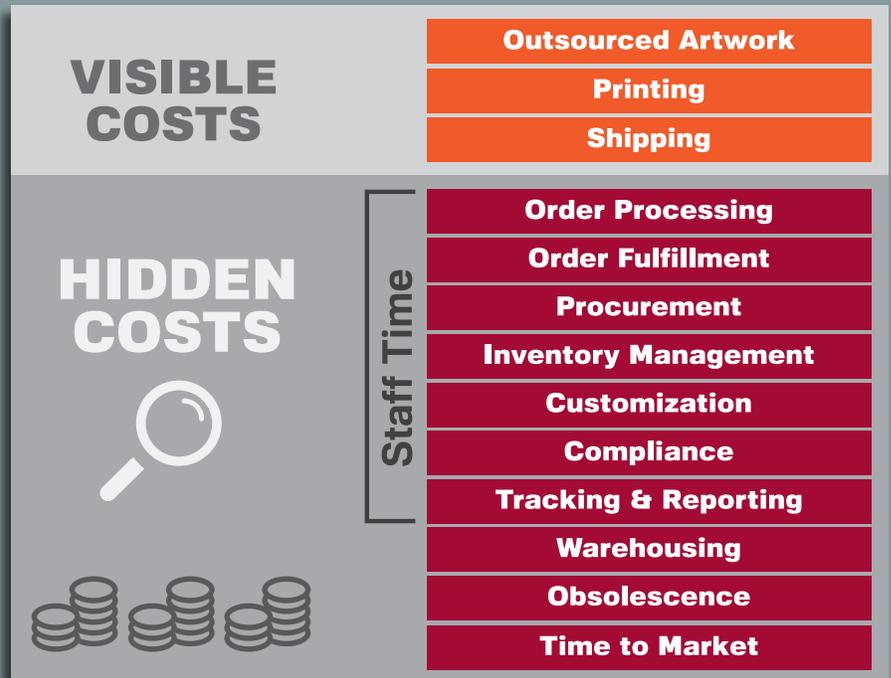


ROI Tracking

ZUZA MAM offers real-time tracking of collateral usage so you can see which materials are providing results and which to stop producing. This will help you avoid the significant costs of printing, managing and shipping useless materials.

MARKETING MATERIALS

ZUZA MAM ENDS WASTED COSTS AND BOOSTS YOUR ROI



Personnel Time

With ZUZA MAM, money that was previously wasted on time-consuming work such as order processing and fulfillment, inventory tracking, version control and brand/regulatory compliance can be reallocated to proactive strategic and tactical marketing efforts. You'll get much higher productivity and ROI from your existing marketing team.



Time To Market

What is the cost of lost revenue???

The longer it takes to get appropriate materials to sales prospects, the higher the potential to miss a sales opportunity. ZUZA MAM solves this with 24/7/365 online ordering, pre-approved materials, standardized pricing, easy customization for specific sales situations, direct-to-production speed and immediate delivery – helping you get relevant materials to market with remarkable swiftness.

The Bottom Line

It all adds up to tremendous savings for your company without having to cut actual revenue-generating marketing activities. In fact, thanks to ZUZA MAM, you'll have **much higher marketing agility and ROI**, leading to increased sales revenue and profits.

How much could your company save with ZUZA MAM?

It's easy to find out. We can help you perform a quick and accurate analysis of your current business case that will show you the cost-saving potential of ZUZA MAM.

Contact us today for a complimentary analysis of the cost savings you can achieve with ZUZA MAM.

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