

# Markomi

BUILD. BRAND. GO TO MARKET.



DEMO



Marketing automation for centralised brand and communication

a service provided by



KONICA MINOLTA



## Your challenges

When running a corporate brand where you have multiple locations or franchises, this can create challenges around brand control and consistency, as well as visibility around what marketing communications is happening and when.

It's also a challenge to make sure you're leveraging centralized purchasing power, particularly across the print spend.

Marketing automation provides a sensible solution to these challenges, but in this type of "Hub and Spoke" operation, it can not only take lots of time and resource to set up, but is often too complex for users at smaller locations to embrace.





## Marketing automation made easy

What if marketing automation was easy and fast to set up, and so simple that anyone with experience of social media could use it?

This would make it faster to get return on investment from your marketing, and give you complete visibility and control over your brand communications. Regional users would quickly adopt the system, and campaigns would be centrally managed and pre-defined to best practice.



**Markomi**  
BUILD. BRAND. GO TO MARKET.





## What marketing automation delivers

What do people want from marketing automation?  
According to a recent study:

86%

say ease of use is most important criteria

79%

want more leads

76%

want better quality leads

Making marketing automation easy to use should be the number 1 priority. Doing so will mean that users will adapt to it more quickly, and that more of the functionality can be used, in turn driving better results.

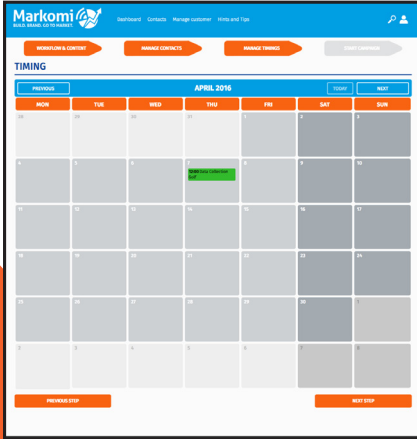
Workflows should be pre-defined to align with marketing best practice, and to leverage the incredible power of cross channel marketing. This means that high volumes of marketing can be easily managed even in a complex company structure, and enable initiatives such as lead nurturing, proven to increase lead conversion by 20%.





## How Markomi works

With Markomi you get access to predefined campaigns, and if you want something completely bespoke, you can get that too.

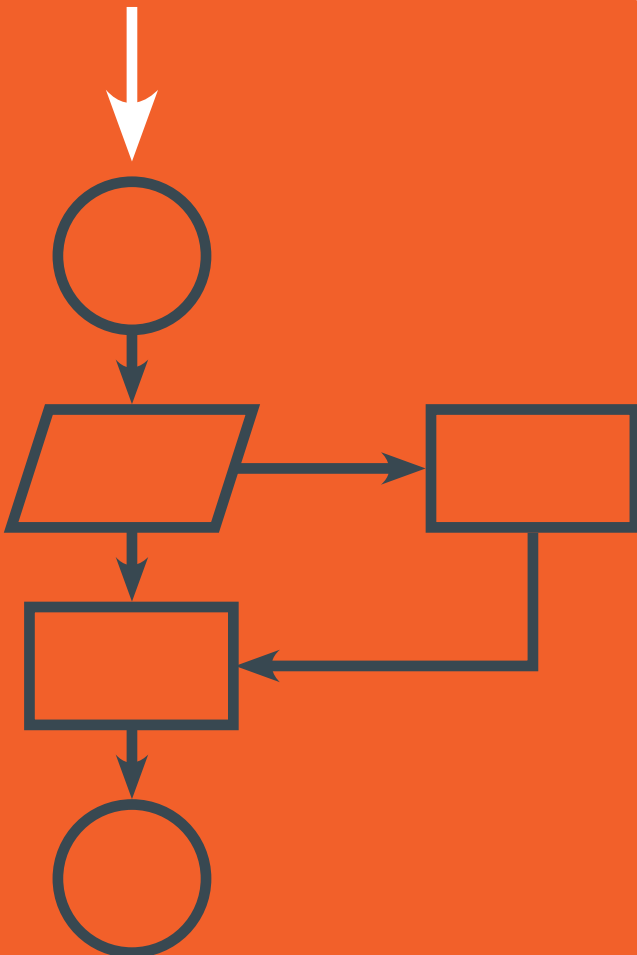


The campaigns are outcome focused, for example, driving footfall instore, acquiring new contact data and customer engagement workflows.

All you need to do is dress the campaigns with your look and feel and calls to action. Once they're live, any user based at any location can access the campaign via the internet, upload their own data and contact details, and then send it out.

Comprehensive reporting gives you complete transparency across your whole operation, you can see which locations are performing well, leveraging all your communications and using the system.

**Markomi**  
BUILD. BRAND. GO TO MARKET.



Markomi has been developed by Konica Minolta, so you know you've got the backing of an international, blue chip company with plenty of experience in this sector.

It's an online tool, so quick and simple to register, simply go to [www.markomi.com](http://www.markomi.com) and sign up now. You only pay for what you use, and one of our team will be in touch to help you get set up.

**Markomi**   
BUILD. BRAND. GO TO MARKET.  
[www.markomi.com](http://www.markomi.com)

a service provided by



**KONICA MINOLTA**