

Markomi

BUILD. BRAND. GO TO MARKET.



DEMO



Marketing Automation for Agencies

a service provided by



KONICA MINOLTA



Your challenges

As an agency working with corporate brands, there can be challenges around brand control and consistency, as well as complete client and agency visibility around what marketing communications is happening.

It's also a challenge to make sure you're leveraging centralized purchasing power, particularly across the print spend for your client, and for your own organization.

Marketing automation provides a sensible solution to these challenges, it can not only take lots of time and resource to set up, but is often too complex for users at your client's 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 the marketing campaigns you manage for your clients, as well as give you complete visibility and control over brand communications. Regional users would quickly adopt the system, and campaigns would be centrally managed at the agency level and automatically pre-defined to default to best practice.



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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 as 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, as well as to reduce setup time. 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%.

For an agency, it's crucial that they can manage multiple clients on a single platform, in order to be more efficient and to be able to collate reporting as needed.





What industries does it work for?

This type of easy to set up and easy to use system works very well with the following sectors:

- Leisure and Hospitality
- Franchise
- Charity & Not for Profit
- Retail
- Membership & Sports Organisations
- Print Management

The agency can make sure that marketing communications are easily accessible both to the HQ of the client, and to their regional users, and completely brand compliant.

Overlaying designs over pre-defined, best practice workflows means all the hard work has already been done.

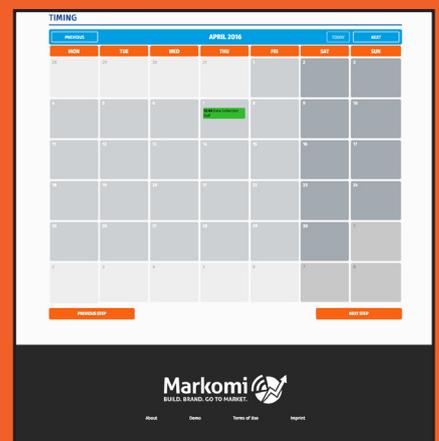
A friendly, simple user interface means that regional users get up and running quickly with minimal training, and the agency can deliver campaigns much more quickly.



1. Select the campaign



2. Edit the campaign



3. Schedule the campaign



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 in-store, acquiring new contact data and customer engagement workflows.

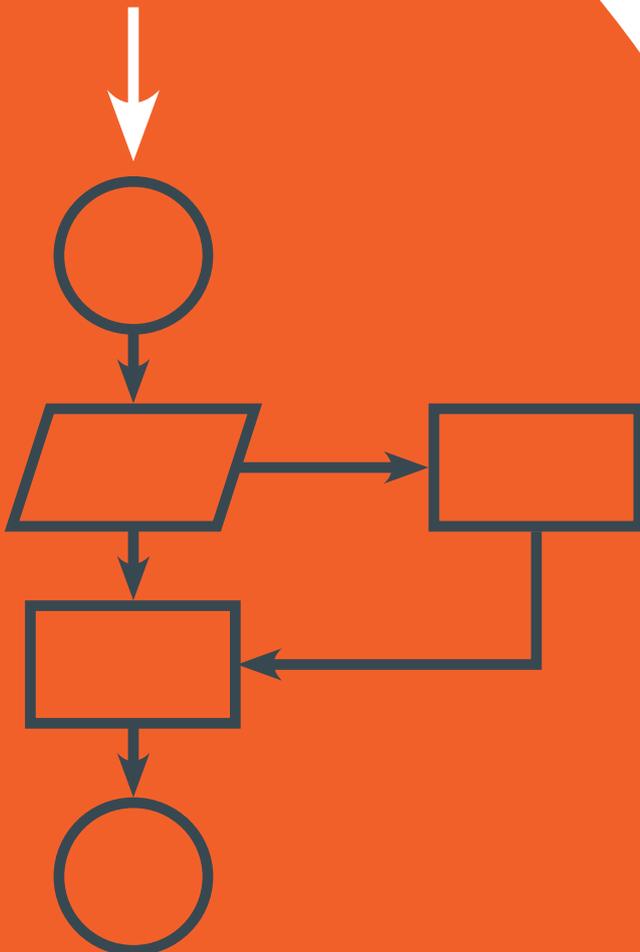
All you need to do is dress the campaigns with your client's look and feel and specific calls to action. Once they're live, any user based at any location can access the campaign via the internet, upload their own data and contact details, and then send it out.

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

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 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.

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