

TELESCOPE FOR MARKETING DEPARTMENTS

THE BUSINESS CHALLENGE

A typical marketing or creative department in a corporation does it all. From creating impressive Flash animations, logos, product images, and interactive Web graphics, to designing and publishing PowerPoint presentations, brochures, webcasts and podcasts—all while executing effective marketing and advertising campaigns! While the specific mandates of marketing departments vary across industries, they all face common challenges such as:



- Media assets stored anywhere and everywhere
- Difficulties in working with a vast array of digital media file formats
- Inconsistent branding such as out-dated logos, inappropriate graphics and messaging, and incorrect color schemes
- Inefficient processes involving the creation and approval of marketing collateral and its distribution to the web, to regional offices, or to print for physical shipping.
- Keeping costs down while ensuring programs are properly funded.
- Delivering effective and elegant corporate training and e-learning programs
- Wasted time searching for the right media file to reuse in a new campaign.
- Meeting the needs of specific markets or locations

THE SOLUTION

TeleScope for Marketing Departments lets your organization manage your rich media in a way that not only protects its value but also lets you enhance it. Many corporations have already recognized the value of TeleScope for Marketing Departments and are using our solution to help convert brand equity into financial equity and market share.

The solution empowers marketing professionals and brand managers looking to accelerate a company's sales velocity and reduce a product's time to revenue. It removes cost and complexity for new product introductions, re-branding events, sales promotions and channel management programs. It enables audited and cost-effective workflows for ensuring global brand consistency, real-time messaging and cost savings from media repurposing.

HIGHLIGHTS

USED FOR

- Brand management
- Catalogue creations
- Campaign management
- Creative asset protection
- Communications & public relations
- Corporate training programs

CHALLENGE

- Multiple rich media silos
- Inconsistent branding
- Inefficient processes
- Cost control
- Support for localized marketing

SOLUTION

- Centralized rich media management
- Brand consistency
- Real-time marketing
- Automated digital media workflows
- Personalized collateral creation & delivery

BENEFITS

- On-demand marketing collateral
- Tangible cost savings
- Reuse & repurposing
- Support regional offices

BENEFITS

ENSURE BRAND CONSISTENCY

With time, brand consistency translates to the development of a strong brand. By making only corporate approved content available and easy to access, the marketing department can be assured that the branding and messaging they worked so hard to create is consistent.

CREATE PERSONALIZED, ON-DEMAND MARKETING MATERIAL

TeleScope allows you to create and distribute personalized promotion materials to the distribution channel be it retail, direct sales force or direct to consumer. Your organization can also create an on-demand solution to streamline the distribution of approved promotional packaging designs for web and print advertisements, POS displays, and shelf merchandising schematics.

REUSE AND REPURPOSE RICH MEDIA

Once a digital asset is created, it can be made instantly accessible for reuse, repurpose or re-expression anywhere your organization, its clients, or one of its partners operates. Web based production and project management tools create a cost-effective client environment for managed reuse, archival and retrieval of all image, video and multimedia content. With TeleScope, sales staff can create custom sales presentations specific to each clients' requirements with ease.

AUTOMATE DISSEMINATION OF MARKETING MATERIAL

TeleScope allows you to automate the distribution of assets created by marketing and communications departments to external partners or agencies. Many companies, especially those that send a lot of materials by courier or mail, discover that TeleScope significantly reduces not only the time it takes to find and distribute material, but also the often significant associated shipping costs!

GENERATE REAL SAVINGS IN TIME AND MONEY

By using TeleScope, companies can reduce the cost of growing and maintaining brand consistency through the creation of automated digital workflows for approval, reuse and licensing. Companies can also reduce the time to revenue of new products and services by streamlining the marcom creation process. They can also eliminate a lot of the costly waste associated with unnecessary re-shoots, reproduction or misuse of key brand assets.

SUPPORT DISPERSED PROJECT TEAMS

TeleScope provides a reliable and cost-effective way of dynamically creating and managing virtual creative, product management, and launch teams in an end-to-end marketing supply chain, including globally dispersed project teams and outside contractors.

SOLUTION

REAL-TIME MARKETING

Using self-service digital media workspaces, geographically dispersed employees, external agencies, and partners can work together to create, access, download, collaborate, manage, and upload media assets 24x7. Users only access and work with the files for which they are authorized.

CENTRALIZED ACCESS

With a central repository for your corporation's digital media content, metadata, and business logic, all staff can securely share, reuse, and repurpose rich media content.

VERSION CONTROL

If only the latest version of the approved presentation or multi-media file is displayed, the wrong one won't get used. Of course, and depending on your permissions, TeleScope enables a user to go back to a previous version for either reuse or repurposing.

CREATE LOCALIZED COLLATERAL

TeleScope provides users with the ability to build their own personalized / localized marketing materials but within brand compliance guidelines and control of the marketing department and approved messaging.

ON-THE-FLY FILE CONVERSION

With a click of a button, TeleScope allows you to automatically convert files from one format to another.

SECURITY

TeleScope supports the ability to manage the rights of the media assets both inside TeleScope with rights management features, as well as assets outside of the TeleScope system through watermarking.

MANAGE CHARGEBACKS/CO-OP MARKETING RELATIONSHIPS

In the cases where the marketing department charges for creation of materials to other internal company departments or where franchisees or dealerships of manufacturers have bought into a cooperative fund to pay for marketing services the TeleScope system can track the usage against the funds in the users account.

