

MarketingBox

White Paper
April 2011

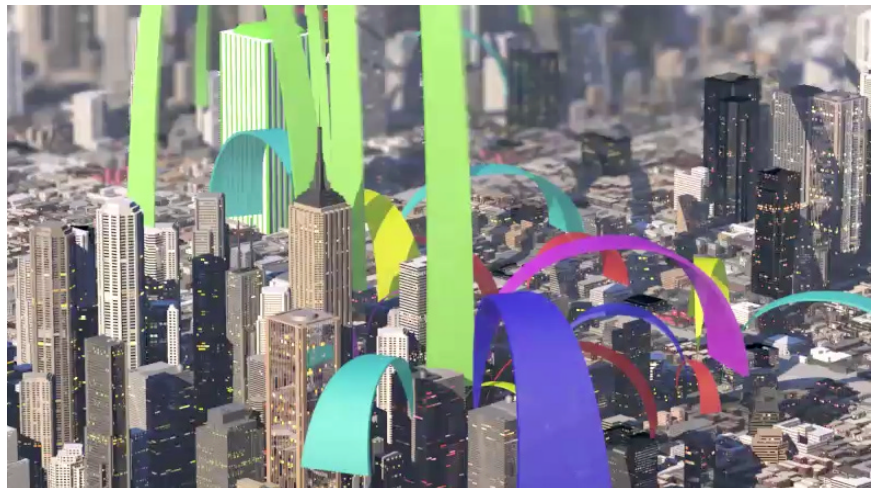
Success Story Greenz Health Foods

The Client

Greenz is a health food chain, operating in 4 metropolitan areas, with 10 territory franchisees in each area. Their franchise is based on a personalized and community-oriented brand driven by exceptional customer care and devotion to health and wellness.

The Problem

Campaign launches took months because the marketing team had to create and deliver 40 different variations of the materials. Franchisees feel like content is being pushed down on them, without consideration for what their consumers specifically need. Multiple vendors had to be used for materials, creating a huge overhead of administration. Marketing was a slow, exhausting and frustrating process for everyone.



The Solution

When Greenz opened their MarketingBox, inside they found faster deployment, easy brand management, happier franchisees, and huge cost savings. How? Let's look at how Greenz marketing runs now.

The marketing team still supports 40 local markets, but they only create one campaign template. The template is a collection of interchangeable, brand-perfect components approved by the marketing team. The marketing team locks in elements they need to keep consistent, and create areas for customizable information. They upload this template to MarketingBox and alert franchisees that a new campaign is launched. Franchisees go to MarketingBox, customize the materials for their unique customers, and deploy materials to print or online with the click of a button.

The Results

Deployment takes minutes instead of months. The marketing team spends their time analyzing campaign results and developing new and better campaigns, instead of generating materials. Franchisees get exactly the content they need, in exactly the quantities they want. Customers receive a tailored, community-driven message that is still brand-perfect for the corporation.

The Cost Benefit

As local marketing efforts become more agile and customized and the franchisees are engaged to create messaging that's perfect for their clients, sales rise across all territories.

Waste is reduced as the time-to-market is cut to a fraction of the former timelines. The built-in "best bid" print network in MarketingBox reduces print costs by over 40%. Administrative overhead is halved and graphic design costs drop by more than 80% with only a single template to be created.

About MarketingBox

MarketingBox is an easy-to-use web-based marketing resource management tool. It gives you the power to deploy brand-perfect and customizable marketing campaigns to partners in minutes, across all advertising channels, while saving on management and printing costs.

MarketingBox gives you easy brand management. You control the brand, your partners deliver the message with pre-approved materials, channels, and budgets.

MarketingBox saves you time and money. Create 100 local ads from 1 template in minutes. Cut your partner management costs, and work with a single printing network that offers the lowest possible prices.

MarketingBox works on every channel, both on and offline.

MarketingBox also features:

- Built-in direct mailing – simply create and send your mail campaigns.
- Built-in email marketing delivery – just upload your lists and send perfectly branded materials.
- Built-in web-to-print – direct connection to a national network of printers for the lowest possible cost.
- Optional interface branding – make our tools feels like your tools.
- Optional call tracking – track offline campaigns through unique toll free telephone numbers. (Available July 2011)

And so much more, all supported by Iterro with on-demand creative services, full language support and training resources for you and your partners.

Who Uses MarketingBox?

Whether you're a single marketing team looking for accelerate your time-to-market and take advantage of last minute advertising opportunities, or you're a multi-discipline marketing group with multiple partners around the world, MarketingBox gives you all the tools you need to create brand-perfect campaigns in minutes.

MarketingBox is ideal for:

Advertising Agencies	Restaurants	Telecom Vendors
Not-for-Profits	Software Developer	Professional Service
Franchisers	Dealers	Trade Organizations
Insurance Groups	Retailer	Manufacturer

Learn More – FREE Offer

Contact Iterro today to learn how you can get MarketingBox FREE for your company.

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