

## Distributed Marketing: *take your campaigns and materials further*

Brands' content must now stretch further than ever before. Adapting to local and global markets whilst staying consistent across franchises and local entities is not always easy to achieve.



Thanks to the **power of Wedia's Distributed Marketing module**, organizations can ensure consistency across all marketing materials with pre-branded templates and enhanced personalization abilities.

### Designed for international teams:

- ✓ Easy sharing of marketing materials and branded resources across a company's network of sales teams, franchises and retailers
- ✓ Teams across countries can access pre-approved branded templates and make changes relevant to their language, culture and market, while preserving the logos, colors and fonts that are required to maintain brand consistency

### Seamless web-to-print abilities:

- ✓ Intuitively edit documents like flyers and brochures while setting limits for areas of the template that can be modified
- ✓ Build smart, online templates inside the DAM platform, customized to your brand's image
- ✓ Send documents through an approval workflow before being sent for final distribution
- ✓ Create automated rules to adapt your layout to any content and translation

- ✓ Interact with an easy-to-use interface which allows users to drag and drop images and photos from your DAM onto your documents
- ✓ Seamlessly translate documents and templates into a multitude of languages

### Streamline project management:

- ✓ Collaborate across your organization with an enhanced communication channel, bringing together cultures & languages
- ✓ Protect legal compliance with standardized templates that have been approved for legal conformity
- ✓ Save time going back and forth with design edits by having a branded environment of materials

### Emails campaigns are incorporated:

- ✓ Prepare emailing projects with customizable templates
- ✓ Preview, review and adapt templates for different sizes & formats

## Content *beyond borders*

Marketing materials go global with easy access to a highly-branded environment of materials. No longer do marketing teams in different countries, franchises and sales teams have to create their own content but have access to approved and legally compliant assets. Multilingual, diverse campaigns become the norm, enhancing the customer experience.

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