



Marketing Resource Management:

Next-Level Planning and Collaboration in Marketing

Say goodbye to countless decentralized documents and endless versions in Excel, Teams, and emails. With modern Marketing Resource Management (MRM), you finally bring all your campaign and budget planning to one central place – transparent, structured, and always up to date.

- For clear processes, smart decisions, and efficient planning
- With Marmind as your MRM solution and b.telligent as your experienced consulting and implementation partner

All the Benefits of Marketing Resource Management at a Glance:

- ✓ **Always informed:** A transparent overview of campaign, task, and budget status at any time – with flexible views for every team.
- ✓ **Efficient collaboration:** Less coordination and less time required – thanks to centralized marketing assets, workflows, and reusable checklists.
- ✓ **Faster campaign processes:** Templates, automatic versioning, and consistent information ensure smooth, repeatable workflows.
- ✓ **Tangible cost benefits:** Reduced process costs – in the medium and long term.

Why b.telligent Is the Right Partner for You:

b.telligent
best-practice
approach for fast results



Successful Marmind implementations for well-known companies



Deep expertise across the entire data and MarTech stack

Practical understanding
of modern marketing
processes



Strong focus on real user needs

Certified team with
many years of Marmind
experience



The b.telligent MRM Solution – Two Offerings for Your Marketing Success

	Offering 1: Implementation of the MRM Solution Marmind	Offering 2: Tool-Agnostic MRM Evaluation
Discover, Analyze & Define	Structured analysis of requirements & use cases	Structured analysis of requirements & use cases
Evaluate	Not required	MRM vendor screening and creation of long/shortlist
		Execution of vendor demos
		Tool selection
PoC	Design of PoC use cases	Optional
	Account test configuration	
	Implementation of PoC use cases	
Plan & Set Up	Project planning & account configuration	
Design, Build, Deliver	Tool implementation	
	Data integration	
Run	Onboarding and user training	
	After-go-live and business support	

Do you want to finally make your marketing processes smart and efficient?

Do you want to avoid errors and always have an instant overview of campaigns, tasks, and budgets – at the push of a button?

Talk to our MRM experts and discover how the b.telligent MRM Marmind Solution can significantly improve your day-to-day planning and collaboration workflows.

Request your non-binding consultation now:



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b.telligent is a technology-independent consultancy specializing in optimizing digital and data-driven business processes, as well as customer and supplier relationships. More than 400 employees work across nine locations in Germany, Austria, Romania, and Switzerland, serving over 500 clients.