

Ensuring Distribution and Acknowledgement of Approved Marketing Documents

AT A GLANCE

Challenges

- Inconsistent distribution of approved marketing documents
- Limited visibility into who reviewed updated materials
- Manual tracking across email and shared drives

Benefits

- Centralized distribution of approved PDF documents
- Group-based assignment
- Optional acknowledgement tracking
- Clear reporting visibility

CHALLENGES

Multi-location organizations often struggle to ensure that updated marketing documents reach the right teams.

Approved materials such as menus, promotional PDFs, or brand guidelines are frequently shared through email or shared drives.

There is limited visibility into:

- Which locations received updated documents
- Whether managers reviewed the latest version
- Who is still referencing outdated materials

Without centralized distribution and acknowledgement tracking, maintaining consistency becomes difficult.

SOLUTIONS

With eGoldHub, approved marketing documents such as PDFs are centrally uploaded and assigned to designated user groups. Once assigned, users access the materials directly within HUB. When confirmation is required, acknowledgements can be tracked, providing visibility into who has reviewed the assigned document and who remains outstanding. Automated reminder emails help reduce manual follow-up and provide clearer oversight into distribution status.

BENEFITS

Benefit One

Ensures approved marketing documents are distributed from a single source.

Benefit Two

Provides visibility into acknowledgement status across locations.

Benefit Three

Reduces reliance on email and manual confirmation tracking.

INDUSTRIES MOST AFFECTED

Franchise & multi-location retail

Restaurant & hospitality groups

Direct sales & channel partner organizations

Real estate broker networks'

National service providers

Higher education marketing teams

