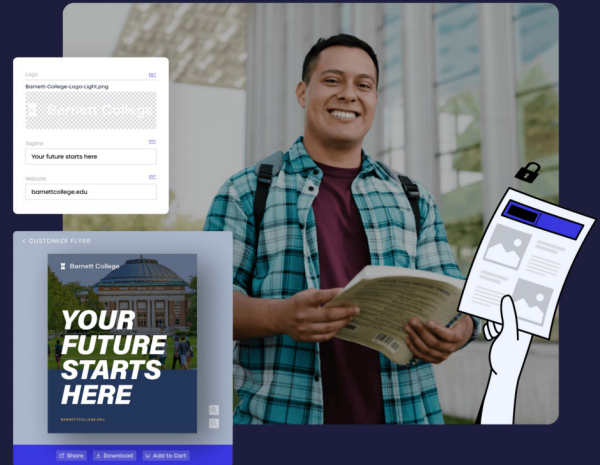


Exceptional Brand Experiences in Education Start Here

Provide your campuses, departments and faculty with a brand hub that helps them customize and distribute marketing materials.

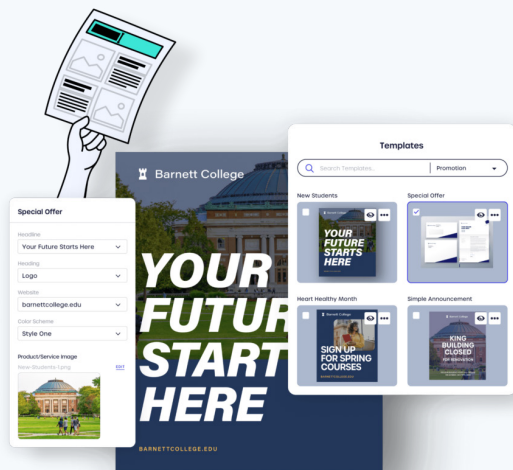
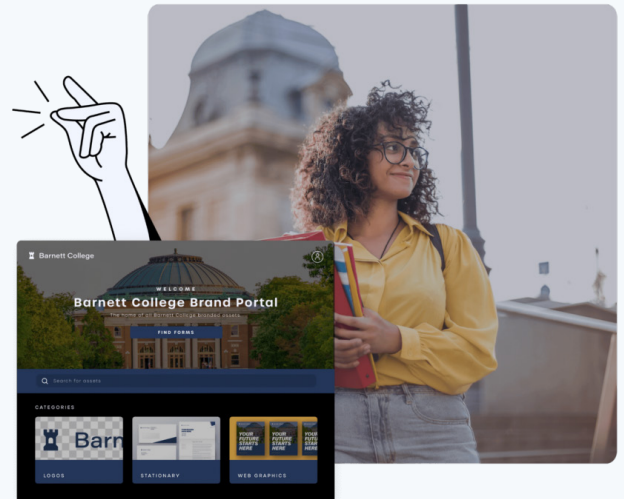


Marketing to Students is Overwhelming

Marketing teams in education are usually given **limited budgets** to market against **fiercer competition** every year. Many potential students are also getting outdated information about the institution from alumni who haven't visited in years. How does marketing **help their school stand out and cut through the noise?**

A Single Solution

MarcomCentral is a **single location** where an organization can **securely store** their marketing collateral or other creative assets. Like a marketing intranet, it allows for deep customization and bulk changes to collateral. With MarcomCentral, marketers can **pre-approve everything** that goes into the platform and allow other departments to customize their marketing materials for their specific use-case. This **cuts through the marketing noise** with highly **personalized messaging**, without the need to hire a design agency every single time.



Compliance and Customization

When maintaining compliance is key, controlling key elements of your documents and collateral, as well as who can access and update those assets, takes on increased importance. Lock specific aspects of documents to ensure that when customizing a piece of collateral, it can be tailored to specific students, all while maintaining compliance. Our web service facilitates **automatic updates** on sensitive data in real-time, **keeping everything compliant** without the burden of administration management.

Features



A Single Portal

MarcomCentral gives you the ability to create a brand portal customized to your university specifications and available 24/7/365.



Bulk Edits

With the power to make changes across multiple files at once, scrambles to fix compliance wording on hundreds of pieces of collateral is a thing of the past.



Deep Customization

Create a single brochure and add it to MarcomCentral with the ability to customize graphics, and content to suit multiple recruiting events, departments or even clubs. Allow them to customize through our intuitive WYSIWYG editor.



On Brand Always

Marketing or Admin teams have full control over MarcomCentral and can be sure that everything inside is pre-approved.



Connect Direct to Fulfillment

Our integrations include the ability to connect to many print providers – giving users the ability to order collateral directly from the portal. Connect directly to the Universities in-house printer for quick and easy order fulfillment.



User Permissions

Ensure that the right individuals get access to the right collateral by segmenting them out into different groups. They'll only see the items specifically made for them.

Trusted By:



New York
Public
Library

WALDEN UNIVERSITY
EDUCATION FOR GOOD®



“We no longer waste hours manually distributing materials or looking for specific collateral, thanks to MarcomCentral. The customization function has allowed us to tailor our marketing materials for various target markets, resulting in more successful campaigns. MarcomCentral has been a fantastic tool for our team and improved our marketing procedures.”