

Brand Management and Ensured Compliance for Financial Institutions

Connect your entire financial institution with the personalized marketing materials they need to grow business



The New Age of Marketing within Financial Institutions

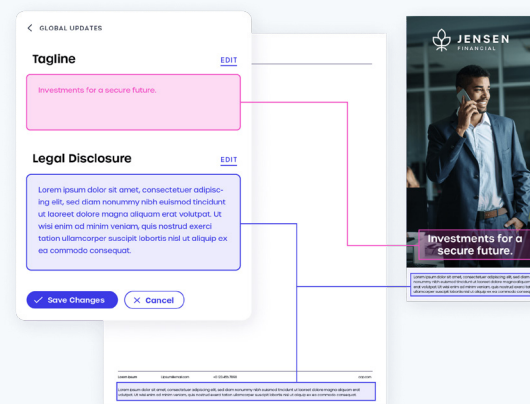
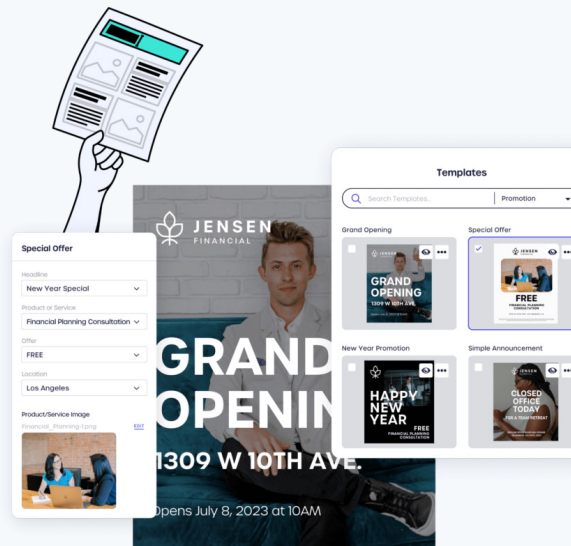
Financial Marketers are looking to the future, while many of their institutions are stuck in the past. Historically, financial marketers used **bulk communications** to get new business, but now that is falling behind. Today's consumer **wants personalized offers and experiences** – something that can be difficult for financial marketers to make a reality. Leveraging data and customer insights to craft **personalized messaging** for specific customers seems like a far-fetched notion, but it's a reality with MarcomCentral.

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. This collateral can be nearly anything, from emails to one-pagers, ebooks, to social posts. 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 when customizing a piece of collateral. This allows it to be tailored to specific business units, like banking, loans or investments, 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 brand specifications and available 24/7/365.



Bulk Edits

With the power to make changes across multiple files at once, scrambling 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 for specific customers. Give specific bank locations the ability 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.



User Permissions

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



Built-In Analytics

MarcomCentral has deep analytics that comes standard in the software. Gain insights on which materials are being used the most, and ensure that your marketing follows suit.

"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."

MarcomCentral is not just a tool; it's a strategic partner for marketers to thrive in any competitive market. Elevate your customer experience, captivate your audience, and drive success with MarcomCentral.

To learn more, visit us at

[MARCOM.COM](https://marcom.com)