

# Ensure Brand Compliance

Keep your field teams supplied with customized, on brand collateral.



## Insurance Marketing Challenges

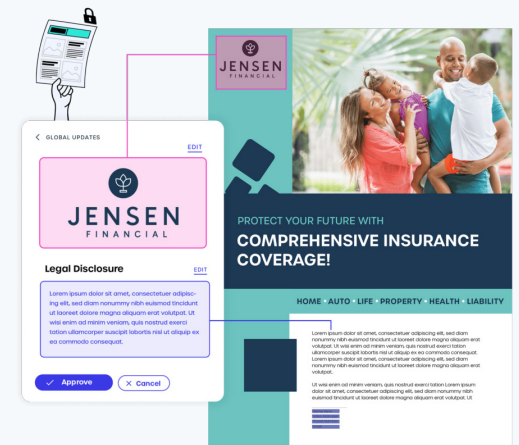
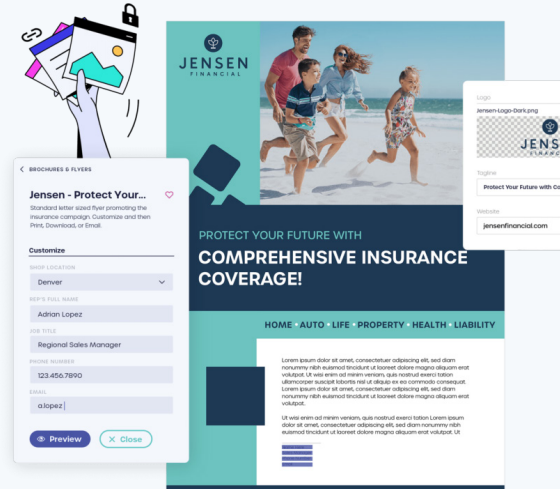
The biggest challenges for today's Insurance marketers are keeping up with regulations that are drastically changing and shifting week to week, as well as trying to stand out in a crowded space with unique creative. Luckily, MarcomCentral can help with compliance by **automatically updating marketing collateral** and can ensure stand out campaigns by empowering local teams to **customize content** for their specific prospects.

## 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, or even independent agents 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 specific elements of your collateral, as well as who can **access and update those assets**, take on increased importance. Lock specific aspects of documents to ensure that when customizing a piece of collateral, it can be tailored to specific product lines, all while maintaining brand 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 or brand issues 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. Empower sales or independent agents with 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)