

Improve Marketing Productivity

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Marketing departments operate in a complex & challenging environment.

Consumer habits continue to evolve and the rise of social media is challenging organizations to develop intimate relationships with their customers. The role of marketing is becoming ever more complex as marketers are now required to coordinate messaging through traditional as well as an array of new digital mediums. Financial constraints and the lack of resources are causing many marketing departments to struggle managing this added complexity.

The need to do more with less has never been more apparent and savvy marketers are viewing the need to improve productivity as an opportunity . . . not a threat. A major competitive advantage will be achieved by organizations that develop the expertise to manage marketing complexity while continuing to maintain creative & relevant dialogue with their customers.

To achieve this advantage most marketing departments will need to change. Processes will need to be redesigned and systems introduced to improve automation, collaboration & transparency.

Tool Functionality >>

Marketing Calendar

Campaign Management

Digital Asset Management

Work Assignment

Performance Metrics

Workflow & Notifications



Indigo gives you the power to seize the advantage.

Indigo enables you to manage all your marketing activities in one central location. Individuals can be assigned activities and enter status updates, while key metrics enable you to assess performance and adjust campaigns as required.

Indigo is easy to implement, easy to use & easy on your marketing budget. It has the capability to manage all the tasks in your marketing calendar or it can focus on one particular area . . . it's all up to you.

Indigo is an ideal replacement if you are currently using spreadsheets & manual processes to manage your campaigns. It automates your marketing processes and removes the manual effort involved in managing internal workflow and collaboration with vendors & agencies.

Indigo is more than just a cutting edge software tool. It combines a web-based application with the best practice processes developed by the world's leading management consulting firm focused exclusively on improving the productivity of knowledge worker organizations.

Indigo is your complete solution to improve the productivity of your marketing department.

Benefits Overview

Improve the coordination of marketing initiatives.

Increase productivity through automation, workflow & the analysis of key performance metrics.

Enhance collaboration through the use of a web-based tool for approvals, notifications & communication.

Increase marketing return on investment by reducing the cost of managing complex marketing campaigns.



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Overview

Manage all your Brands, Campaigns & Projects. Drill down for additional information & assess status.

Overview

Brand

- Foresight
- Earth Works
- Indigo Saturn

Campaign

- Product Introduction
- Back to Store Advertis
- Partnership with Natl...
- Clean Air Act Action
- 2010 Conference Spon...

Project

Project	Project Manag...
Market Analysis	Steve Coco
Product Rebranding	Fumi Kondo
Viral web videos	Patrick Boylan
Image Library Material Review	Ed Smith

Project Manager

Project Title: Viral web videos
Project Manager: Patrick Boylan
Project Type: Campaign
Creative: Partnership with National Geographic

Status: Package cannot fo...

Start Date: []
Planned Budget: []
Total Actuals: []

Description: []

Brief Information

Task List:

- Brief Creation
- Agency Selection
- Agency Contract
- Concept Review
- Video Rights Ma...

My Stuff

My Approvals
My To-Do's
My Projects
My Gallery

Asset

Asset Name: Earth
File Name: C:\Images\Archives\Planets\Earth178.gif
Format: TV
Content Type: image
Vendor: CSI Logos Inc.

Color: blue
Descriptor: logo
Creator: Ted Stephens

Approval Table

Approver	Due Date	Status	Approval Order
Patrick Boylan	Approved	Approved	1
Steve Coco	Next Week	Review	2
Ed Smith	This Month	Review	3
Ted Stephens	This Month	Review	3

My Stuff

Manage your own Approvals & To-Do's. Review your personal Gallery . . . even collect assets to propel your Inspiration.

Solution Features

Automate manual processes

Improve productivity by re-engineering & automating a range of critical processes such as; creative development, job assignment & content approval.

Keep people in the loop

Increase collaboration by having a central location to assign work, track progress & review marketing calendars. Connect with all stakeholders to ensure consistent brand communications and alert colleagues, clients & vendors with instant updates & status reports.

Access information anytime, anywhere

Increase team effectiveness by using the web-based solution to access information in real-time. Vary user access by role to maintain security.

Take back campaign management

Regain control over campaigns by using calendaring & project planning best practices. Set campaign milestones, link campaign activities and assign tasks to streamline event planning & execution.

Assess marketing performance

Use performance metrics to assess your marketing return on investment. Enhance your results by tracking all activities involved in your marketing initiatives.

Introduce best practice processes

Improve performance by deploying program management best practices that can be customized to meet your organization's exacting needs.

Maintain easy access to assets

Improve efficiency by reusing existing digital assets. Manage assets within Indigo or easily link the solution into an existing asset repository.

Get the whole team involved

Empower your team to manage activities through Indigo. Enable team members to show their Gallery and even collect assets for their Inspiration.

Experience Indigo

Arrange a Personal Presentation

Call (212 465 3100) or email (info@intellilink.com) us to schedule your personal presentation.

View a Recorded Demonstration

Follow the link below to view a recorded demonstration:

http://www.intellilink.com/indigo_demo.cfm

Commence a 30 Day Free Trial

Call (212 465 3100) or email (info@intellilink.com) us and we will setup your 30 day free trial.

Indigo . . . by Intellilink

Intellilink improves the productivity of knowledge worker organizations.

Intellilink offers a unique combination of software solutions & management consulting expertise to help organizations improve the operational efficiency & workforce effectiveness of internal service departments such as IT, HR, Finance & Marketing.

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