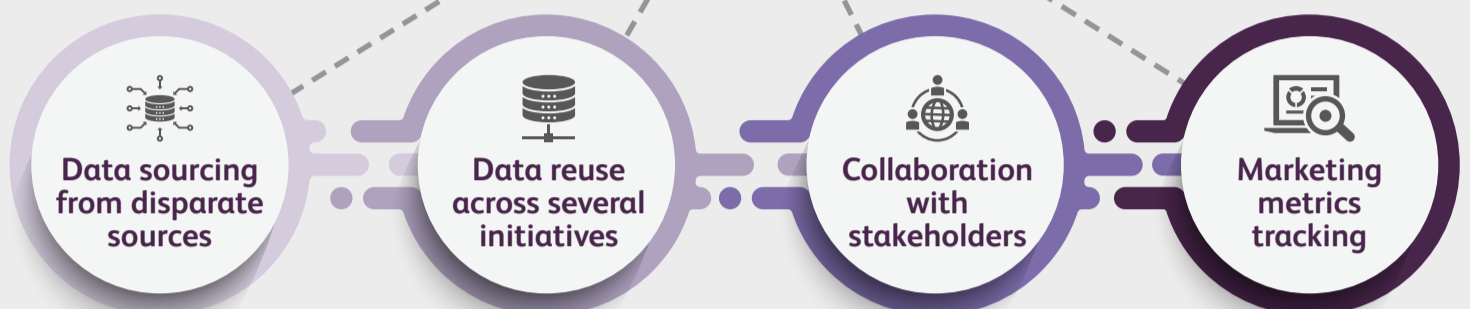


Three automation strategies to optimize asset management marketing

Why asset management marketers struggle to deliver impact?

Key challenges



Three ways in which automation can make marketing efficient & effective

1 Common workflow and collaboration platform

- provides visibility to all stakeholders
- aligns sales outreach efforts with marketing initiatives
- minimizes project delays and fosters self-service

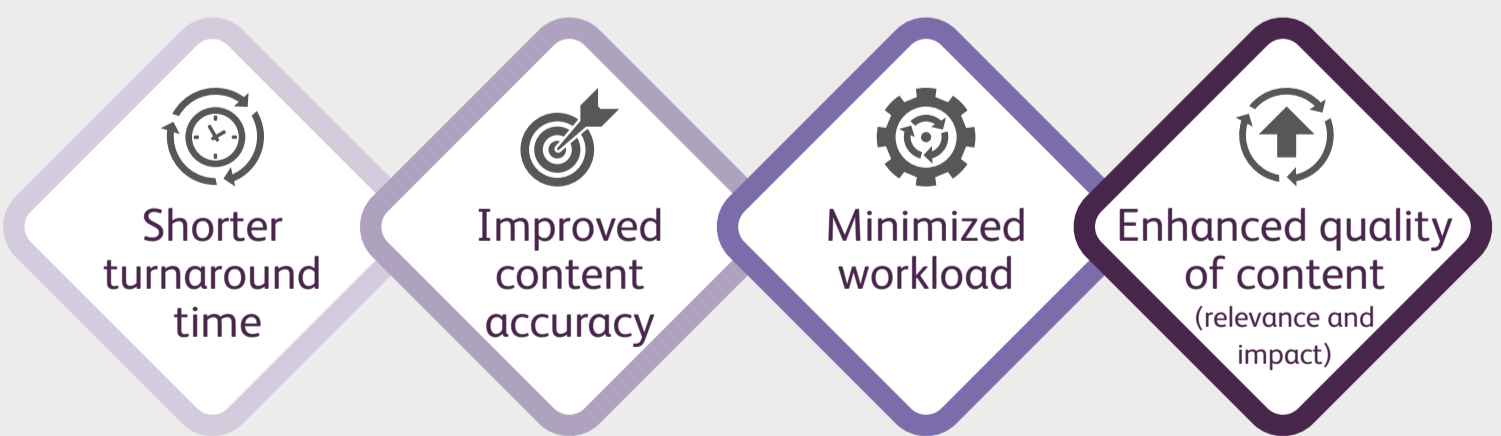
2 Central repository for faster content creation

- facilitates sourcing and storage of data
- facilitates data use across multiple documents
- keeps an audit trail
- automates content updating

3 Analytics to measure ROI

- provides holistic view of marketing performance
- offers useful insights for future strategy
- links efforts to sales conversions

Impact delivered



For details on how you can optimize your marketing efforts through automation for higher impact delivery contact us at:

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