

New Media Gateway

The Evolution of Marketing

Multi-Channel Marketing Platform

New Media Gateway's Multi-Channel Marketing Platform Delivers Results to Leading Companies

Today's marketers face unprecedented choices when it comes to optimizing their scarce marketing dollars. With options like email, the Web, social networks, print, search, and rich media, it is more important than ever to strike the right balance between new online and traditional offline channels. Top businesses like ING, EDS, Time Warner Cable, Snelling and Blue Cross Blue Shield are achieving precisely that objective, delivering better campaigns in less time and at a lower cost, using a single marketing platform from New Media Gateway.



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Integrated Tool Set Eases the Marketer's Job

Both robust marketing departments and single-person operations share one challenge: pulling together the diverse set of tools required to drive multi-channel campaigns and measure their results. New Media Gateway provides a single interface to deliver and manage content through all channels so that marketers can carry out their strategies more efficiently – *and* drive better results!

Every marketer is focused on identifying their most valuable customers or prospects, and subsequently crafting the messages that drive the highest return. New Media Gateway's multi-channel platform empowers marketers to easily test content to various customer segments, measuring results as they occur. Specific campaign tactics such as email, pay per click advertising or direct marketing are seamlessly deployed – all from the same easy to use interface. Online reports reveal what is working and what needs tweaking, so that campaigns can be fine-tuned in real time.

Centralized Platform Delivers Sales Efficiency

Determining campaign strategy and driving tactics is only part of the marketer's job. Sales support is equally important, and New Media Gateway's multi-channel platform delivers there as well. The system provides a single portal that automatically allows for customization of sales tools while ensuring compliance with corporate standards. For instance, today over 25,000 independent insurance agents access a centralized repository of sales support materials, select deliverables that best match their customer's needs based on selected segmentation criteria, customize and personalize them, and deliver them automatically to prospects. Once the marketing team sets up the parameters and automation, the process is entirely self-service.

In one case, a sales representative may decide to target a retirement community in Florida. The rep assembles the relevant collateral using one of New Media Gateway's wizards, taps into the latest news regarding legislation for retirees, adds it to the deliverable in one easy step, and schedules an email for next Tuesday. Then, as recipients respond to the campaign, the sales rep tracks success in real time. Notifications are received as the prospective client clicks on a link or views a web page, and further, the rep automatically receives customized, prescheduled tracking reports in his or her inbox.

What's more, the rep can follow up with the client automatically depending on business rules that establish next steps. For example, if the recipient views the email but doesn't click through, the rep may decide the prospect will receive a different follow up from the prospect who clicks, converts and forwards a testimonial into his or her social network.

At one Las Vegas-based New Media Gateway client, sales people representing multiple properties work with meeting planners. Prior to implementing the multi-channel marketing platform, the same printed material was sent out, regardless of room availability or what activities were scheduled during the prospective meeting dates. Today, a sales person selects the appropriate brochure from the system, customizes it based on availability and scheduled entertainment, and builds a professional, digital response. The meeting planner receives a high quality, customized package on the spot, and the Las Vegas sales person receives detailed tracking information on how the prospect responds.

New Media Gateway's centralized multi-channel management platform not only increases the efficiency of the sales force, but the communications generate higher response because they are personalized and customized based on the target audience.

Built-In Tools Enable Centralized Management

While New Media Gateway's multi-channel platform puts tremendous customization capability into the hands of the sales team, it also maintains the centralized control required by management. For example, content like privacy notices, logos and footers are restricted from change, and selective permission is granted to access and update protected content such as that on Web sites. At a large technology company, sensitive materials require management approvals prior to deployment to clients and subscribe/unsubscribe preferences are centrally managed. Marketers can see which materials are used most often, how they are used and what response they generate.

Another feature of the New Media Gateway platform is education and certification. One large insurance company provides courseware and exams to its network of agents. As laws change, agents are notified. Curriculum is accessed via the platform, where progress is tracked and certification is automatically granted. Consistency is achieved and management knows precisely where the company stands on compliance.

New Media Gateway's multi-channel marketing platform also helps manage costs through its fully integrated inventory and fulfillment capability. Print vendors' pricing and terms are loaded into the system so that the best deal can be negotiated on the spot. The vendor is then notified automatically to produce and deliver the order.

Of course, it is critical that information retained in the New Media Gateway system integrate with other corporate data sources such as the CRM system. Data feeds are provided so that communication initiated from the platform is reported in the CRM system and activities driven from within the CRM system sync with the platform. What's more, New Media Gateway integrates with major Web analytics vendors, ensuring that companies can continually track the ROI of campaigns while the customer moves between offline and online channels.

Value Delivered to All Audiences

With New Media Gateway's multi-channel marketing platform, a small client has the same rich capability as a multi-national mega corporation. Automation inherent in the system dramatically reduces the amount of manual intervention required in traditional media campaigns, so an army of one can be as effective as a large marketing department.

Today, the New Media Gateway platform is being used directly by companies across many industries as well as by agencies and franchises that provide services to multiple clients. One large personnel services firm uses the platform to provide superior service to its franchisees. Branding and key marketing messages are presented consistently while the franchisee has the option to customize and localize deliverables to grow their business. As an added bonus, the client easily tracks the performance of its franchises, resulting in continuous improvement. The management controls built into the platform allow agencies to segregate and manage their clients' campaigns, while driving client retention and loyalty.

About New Media Gateway

New Media Gateway provides the industry's only Software as a Service (SaaS) platform for creating, managing and deploying content across multiple online and offline channels. Over 85,000 individuals, representing some of the world's leading brands, leverage New Media Gateway's solutions to drive more effective marketing campaigns in less time and at a lower cost. New Media Gateway is privately held and is located in Dallas, Texas. To learn more about how New Media Gateway can help you improve your marketing effectiveness, visit <http://www.newmediagateway.com>.