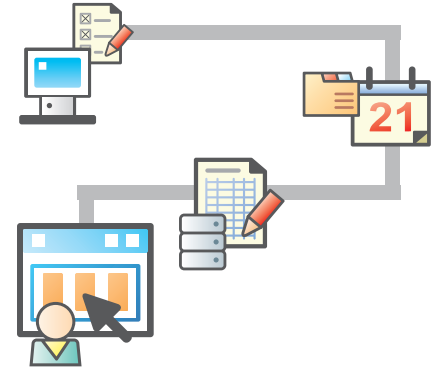


DIGITAL MARKETING CENTER

DMC

New Media Gateway's Digital Marketing Center is your all-in-one marketing and communications control center. This suite of eight modules work synergistically to centralize and optimize your brand messaging, as well as manage and track how those messages are used by your audience.

Create dynamic emails with impact, create your own websites, send surveys to gather crucial data, and centralize all your marketing materials in one online library. The Digital Marketing Center gives you the control and flexibility to protect your brand and track digital campaigns in unprecedented detail.



DIGITAL MARKETING CENTER: 8 Integrated Modules

We had a franchisee get up in front of 80 people during our Miami Convention recently and said that NMG was the best tool Snelling has given them since he joined the system 11 years ago.

Laura L. Palmer
Marketing Administrator
Snelling Staffing Services

- 1 Email Marketing 2.0
- 2 On-Demand Print Center (w/ Sales Kit Support)
- 3 Presentation Generator 2.0
- 4 Marketing Asset Manager
- 5 Survey & Form Generator System
- 6 Contact Management 2.0
- 7 Microsite Generator
- 8 Education Center





New Media Gateway's Digital Marketing Center is your all-in-one marketing and communications control center, combining multiple critical communication tools into one integrated application. This suite of eight modules work synergistically to centralize and optimize your brand messaging, as well as manage and track how those messages are used by your audience.

The Digital Marketing Center is a password-protected, Web-based application that stores and inventories every piece of sales and marketing collateral within your organization. Store every brochure, flier, PowerPoint presentation, video, audio file and more online in one centralized location. Users quickly find the latest, up-to-date sales and marketing materials, and then customize the piece relevant to their audience, and you administer access via permission settings.

Utilizing the Digital Marketing Center, our clients have experienced increased results like:

- 1 Additional online revenue generated up to 180% year over year
- 2 Saved up to 35% in print and warehousing budgets
- 3 Allowing sales reps to customize high-impact sales presentations
- 4 Administrative users can analyze effectiveness, and utilization of marketing assets

Here are some examples of how your organization can leverage it:

- ▶ Add digitized collateral and content into the system for users to access
- ▶ Assign permissions for users to access specific materials
- ▶ Specify how those materials can be customized, thus protecting brand integrity
- ▶ Track usage across your organization with reports detailing assets usage
- ▶ Gain valuable insight via in-depth reporting tools for more data-driven support
- ▶ Specified users such as salespeople and marketing managers can simply log into a password-protected portal to access digitized collateral for various campaigns.

Our customers have told us that, through their use of all of the modules and tools, it has become a revolutionary method to accelerate sales cycles and amplify marketing efforts. Best of all, the Digital Marketing Center is continually enhanced with free upgrades that allow our customers to benefit even more from their investment over time.

Our customers have consistently found that the Digital Marketing Center pays for itself by:

- ▶ Generating larger returns on creative assets
- ▶ Reducing fees and time delays associated with agency change orders and revisions
- ▶ Extending the life of assets
- ▶ Empowering sales and marketing personnel to identify and respond to opportunities faster.

Contact NMG today for more information on our Digital Marketing Center, and to see how you can leverage our proprietary technology to evolve your sales and marketing to the next level.