

Corporate Marketing



The Knowledge Advantage

No business-minded individual can ignore the fact that knowing more and having more information at hand can greatly increase the chances of success in the business world today. Marketing professionals have to churn out huge amounts of statistics and reports, heighten the responsiveness of their campaigns, be more updated with the latest consumer trends ... the list is endless. Many are turning to technology for help.

Relevanz understands the anguish faced by frustrated marketers who are constrained by thankless coordinating jobs while being greatly pressured by unrelenting deadlines. The role of our solution is to establish cohesive, consistent and timely processes that greatly eases the load.

Our mission is to help you overcome marketing challenges and supercharge your marketing dollar by streamlining the entire marketing process, promoting consistent branding and speeding up time-to-marketing.

Armed with our solution, marketers can :

- √ Monitor and track progress of ongoing campaigns
- √ Integrate and leverage marketing efforts across countries and offices
- √ Digitally store and organize any type of media-rich asset
- √ Collaborate seamlessly with creative agencies and other service providers or partners
- √ Access best practices, case studies and competitive intelligence
- √ Create highly informative campaign reports detailing results, costs and ROI



Media Hub for Marketeers

Bring order to File Chaos!

Organise, share and retrieve assets effectively



The marketer's hard-drive is a huge complex maze. The amount of spreadsheets, documents, proposals, logos, diagrams, digital photos and research papers jammed into a couple of unstructured folders is daunting and furthermore, the categorization of these files are often random and inconsistent. These information often need to be shared and the retrieval of important content is frequently slow and frustrating for all involved.

Relevanz's Media Hub is a centralized digital library, which houses all your marketing content. Brand consistency can be easily enforced as offices all around the world and even partners can access a single location to extract the latest information or logos or specifications with ease.

This single repository also increases productivity as many of the content can be located and reused instead of recreated. Furthermore, with the coming and going of staff, this system prevents key marketing knowledge from being lost or misplaced.



Marketeers Top 4 File Management Problems

#1 Where is the consuming finding/sales statistics report and which is the newest version?

When all your marketing assets and their different versions are stored together in one place, they are easily locatable either through intuitive categories or by the powerful search engine. As the content is all tagged systematically, one may rapidly pinpoint to the latest version and use it while being able to refer to previous editions.



With Media Hub, all past, present and future content will no longer be misplaced with the coming and going of employees. As they are digitally stored in a single location, a new team member may be able to get onto the job rather than spending hours going through and deciphering the composition of another's hard drive.

#2 I am taking over an ongoing marketing project and have no idea where to find the right documents!

#3 I have emailed the approved icon to the creative agency but the account executive say that he has not received it and the deadline is very close!

Marketeers are now expected to react even faster than ever before. Server problems, email malfunctioning and a slew of other "accidents" may greatly affect the productivity of a whole marketing team. By giving external parties, from account service staff to suppliers to partners, the access relevant information, it not only helps in the execution process but also increases the quality of the team's performance.



Project Management for Marketeers

End Deadline Blues!

Marketing professionals spend an immense amount of time and effort coordinating campaigns, creating marketing material, communicating, distributing and gathering feedback. Collaborative efforts are not efficient and thus timelines are stretched and productivity plunge.

Our Campaign Management System is a powerful enterprise-wide arena where team members, partners and suppliers can interact with a wide range of information and applications, and collaborate with each other. Through a web-based interface, it can aggregate expertise together on a campaign, regardless of geographical locations. Each member may send or receive instant updates and the latest news at a click of a button. Resources may be shared from one location and this reduces duplication of work. Furthermore, strategies or instructions may be communicated without the use of expensive long-distance calls or teleconferences by the power of an online forum section.

The end result is that marketeers no longer have to worry about deadlines. Automated processes increase productiveness and much time is saved.



Marketeers : Top 5 Project Management Problems



Automate the distribution of news and updates through the Campaign Management System. It is a one-stop portal where every party involved can participate fully in the process. Files, media documents and useful resources can also be shared quickly and effectively.

#1 I spend more time locating people and writing them emails than executing my plans!

#2 No one seems to stick to the timelines we set at the beginning of the campaign.

Having a good grasp of the development of a campaign is key to the success of any project. Tasks and milestones may be set, monitored and reviewed consistently throughout the campaign and it becomes deadlines become transparent thus ensuring accurate delivery.



Adopting a system that is accessible 24X7X365 can quickly ease such a painful experience. Geographical location, time zones, networks or firewalls will no longer separate people who need to work together. Our Campaign Management System is a web-based solution which houses a forum section where ideas can fly across traditional boundaries!

#3 Our campaign team is separated by different locations and time zones. Coordinating such a campaign is a huge headache.

Content Publishing for Marketeers

One Click to Hit Your Market!



The corporate website was previously used only to house some essential information about the company but as the consumers became more net-savvy, marketeers have quickly responded by putting up marketing messages and product information on the website as well to spawn an even wider reach.

This benefits the consumer greatly but has proved to be a burden on the marketer. Creating web pages using HTML and uploading new information onto them periodically is not a skill which can be acquired quickly. Moreover, support is often lacking as headcount is pointedly monitored.

To relieve this problem, marketeers can now turn to the Content Publishing System. In a single setting, marketeers can build product websites, publish press releases, refresh the company's corporate and product web pages faster by using simple templates. Technological unfamiliarity is no longer a stumbling block to publishing web content.



Knowledge Centre for Marketeers

Fight Back Competition!

The Knowledge Centre is the marketing department's "Brain", providing critical marketing research, findings and expertise that helps marketeers develop better strategies and plans for taking ideas to market. It helps managers address high staff turnover and attrition of skills by providing a resource for new staff to get up-to-speed quickly.

