



# DEMAND.CENTER

## ENTERPRISE MARKETING MANAGEMENT

Aligning central and field marketing together with marketing operations through a single platform that increases quality, efficiency and governance while decreasing campaign lead times and costs.

A Demand Center is the embodiment of marketing operations, integrating demand generation programs and technological dependencies into responsive, adaptable processes that smooth the way for effective marketing delivery.

Demand.Center enables marketing operations and field marketing to align upon a common infrastructure to maximize the effectiveness and production efficiency of campaign delivery.



### KEY CHALLENGES

- Lack of a central hub to schedule and visualize campaigns.
- Inefficiency, effectiveness and misalignment.
- Lack of balance between a need for centralized control and field marketing's need for speed.
- Limited system synchronization of campaign coordination.



### WHY DEMAND.CENTER?

- Deliver agile demand creation programs globally.
- Improve quality, minimize re-work.
- Drive efficiency and maximize speed-to-market.
- Balance local agility and market knowledge with centralized control and governance.
- Reduce campaign assembly costs and encourage continuous improvement.



### KEY FEATURES

- Approvals & Auditing
- Reporting.
- Workflow Management.
- Folders & Assets Management.
- Integration.
- Campaigns & Programs.

A Demand Center is a hybrid structure that falls between demand centralization and de-centralization, using a pragmatic center-of-excellence approach.

## Maximize your Campaign Delivery with Demand.Center

CRMT's Demand.Center enables multiple program management and delivery on a global scale, to deliver higher quality, agile marketing campaigns more effectively and efficiently. The platform brings resources together on campaign build, testing, approval and deployment locally, regionally and globally. In addition, Demand.Center improves strategic and tactical decision making by driving continuous improvement.

**“The core role of a B2B Demand Center is to collate best practices around the business and integrate them into a central infrastructure.”**

- CRMT

### Key Capabilities of Demand.Center

#### Campaigns & Programs

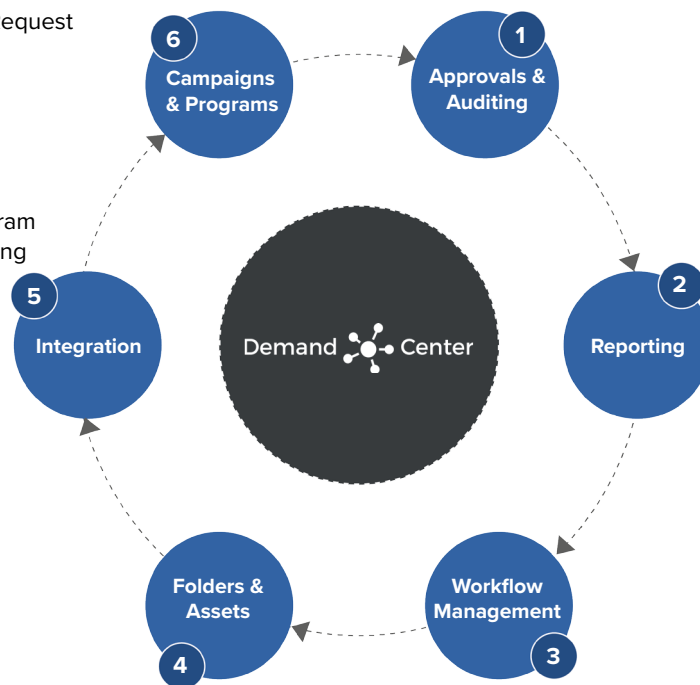
Campaign Calendar, Campaign Request Management, Taxonomy Control, Templates & Testing

#### Integration

Eloqua Campaign/ Marketo Program Creation, Taxonomy-Driven Naming Conventions, Campaign Code Generator, Template Mirroring

#### Folders & Asset Management

Asset & Campaign Search



#### Approvals & Auditing

Approver Management, Version Auditing, Pre-Flight Checks, Status Monitoring

#### Reporting

Build Progression, Approval Status, QA Status, Ticket Management

#### Workflow Management

Campaign Build Management, Approval Processes, User Management, Task & Ticket Management

### About CRMT

CRMT is a Marketing Operations consultancy – a hybrid agency combining best-practice consulting, system integration and digital campaign services that’s metric-driven, process-minded and very tech-savvy. We sit plumb between marketing, sales and IT and work with business leaders to maximise the investments they’ve already made in people and technology to drive marketing effectiveness and efficiency.

### Interested in Demand.Center?

Contact us today to request a demo or for further information at [info@crmtechnologies.com](mailto:info@crmtechnologies.com) or call +44 (0) 118 945 0030.