



Product Factsheet

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MARKETING PLANNER

www.BrandMaker.com



Scale Marketing

Master Content and Budget

BrandMaker provides an all-in-one marketing software to efficiently run your marketing operations. The Marketing Efficiency Cloud is a modular solution suite which is designed to manage the entire marketing process : from planning and budgeting to creation and development, asset management through to advertising material production as well as logistics. Analytics closes the loop: BrandMaker offers all you need to monitor and improve marketing performance, from high-level ROI dashboards to detailed conversion reports.

Provide your marketing teams with a centralized workspace to plan campaigns, create content and empower channel partners: BrandMaker is the central place to orchestrate all your marketing activities.

Marketing Planner

Campaign planning, project management, budgets and reports in one module: The Marketing Planner is the central platform for your marketing management. Empower teamwork with the Marketing Planner and make your activities transparent to all parties involved.

PLAN

Easily plan marketing activities

Use our Marketing Planner as central platform for collaborative marketing and make central content planning and budgeting of all marketing activities possible. The tool is web-based, available for all stakeholders internally and – where desired – external to the organization.

Keep track of your activities

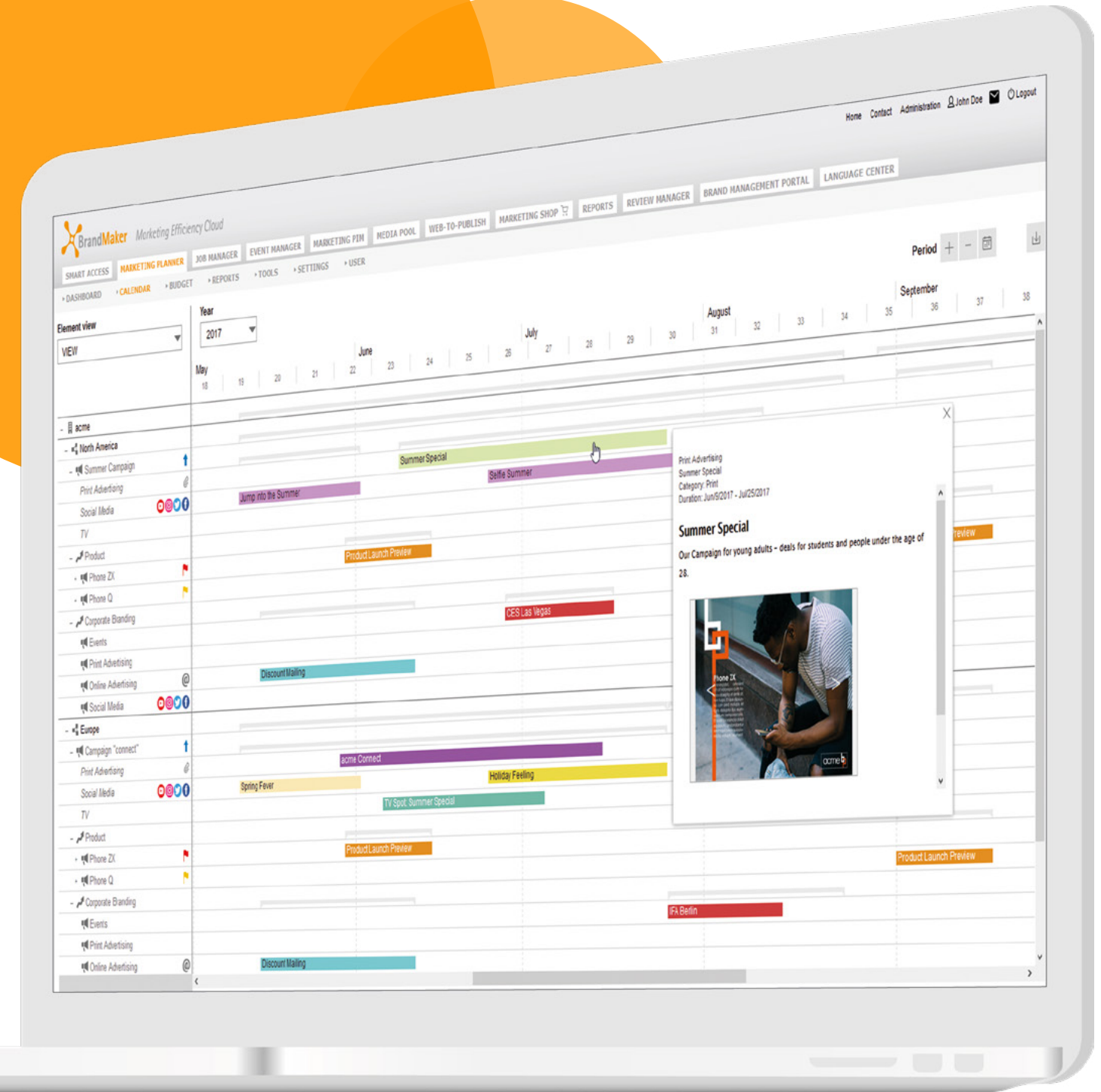
With individual calendar views you can structure the outline and the depth of your data's information according to your specific requirements. Additionally, a well-organized display of timelines for any period provides a clear overview of your activities.

Make effective teamwork possible

With the Marketing Planner every marketing activity is centrally planned, controlled, budgeted, measured and made transparent for all stakeholders. Thanks to the highest security standards and a sophisticated rights and roles system, each user will only see the data and content that is relevant to them.

Always be in the picture

Briefing for the planned campaign, design for the upcoming banner ad or supplier invoice for advertising material production: Link additional information directly to marketing activities to have all related information at your fingertips.



BUDGET

Link budget and content planning

Always have an accurate marketing budget in the right currency at hand: With a click of the mouse you can switch between the calendar and budget views.

Make informed decisions

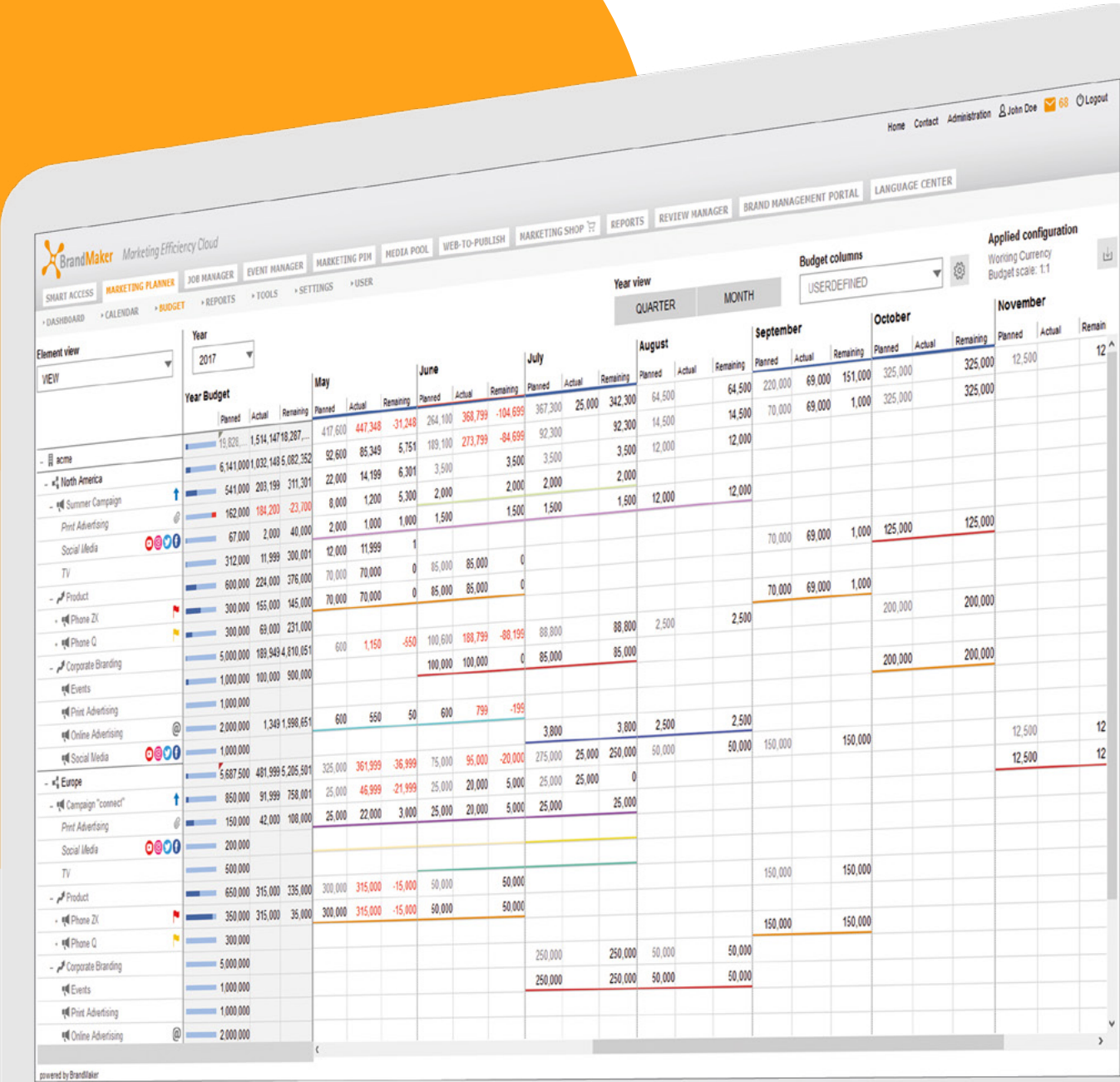
Fully integrated budget data in different currencies gives you an accurate overview of your marketing budget. Generate real-time financial charts and graphs in various output formats.

All relevant information

With the Marketing Planner you can prove where and how budget is spent and show the results of these campaigns. Automatically calculate budget totals along with remaining budgets and easily compare target and actual values easily.

Always stay up-to-date

Make searching for relevant information a thing of the past: Have all budget information at a glance and attach invoices and estimates to your marketing activities.



CONTROL AND REPORT

Generate meaningful reports

Determine the success of your campaigns: Generate planning and budget reports using the latest data with the click of a button.

Make goals SMART

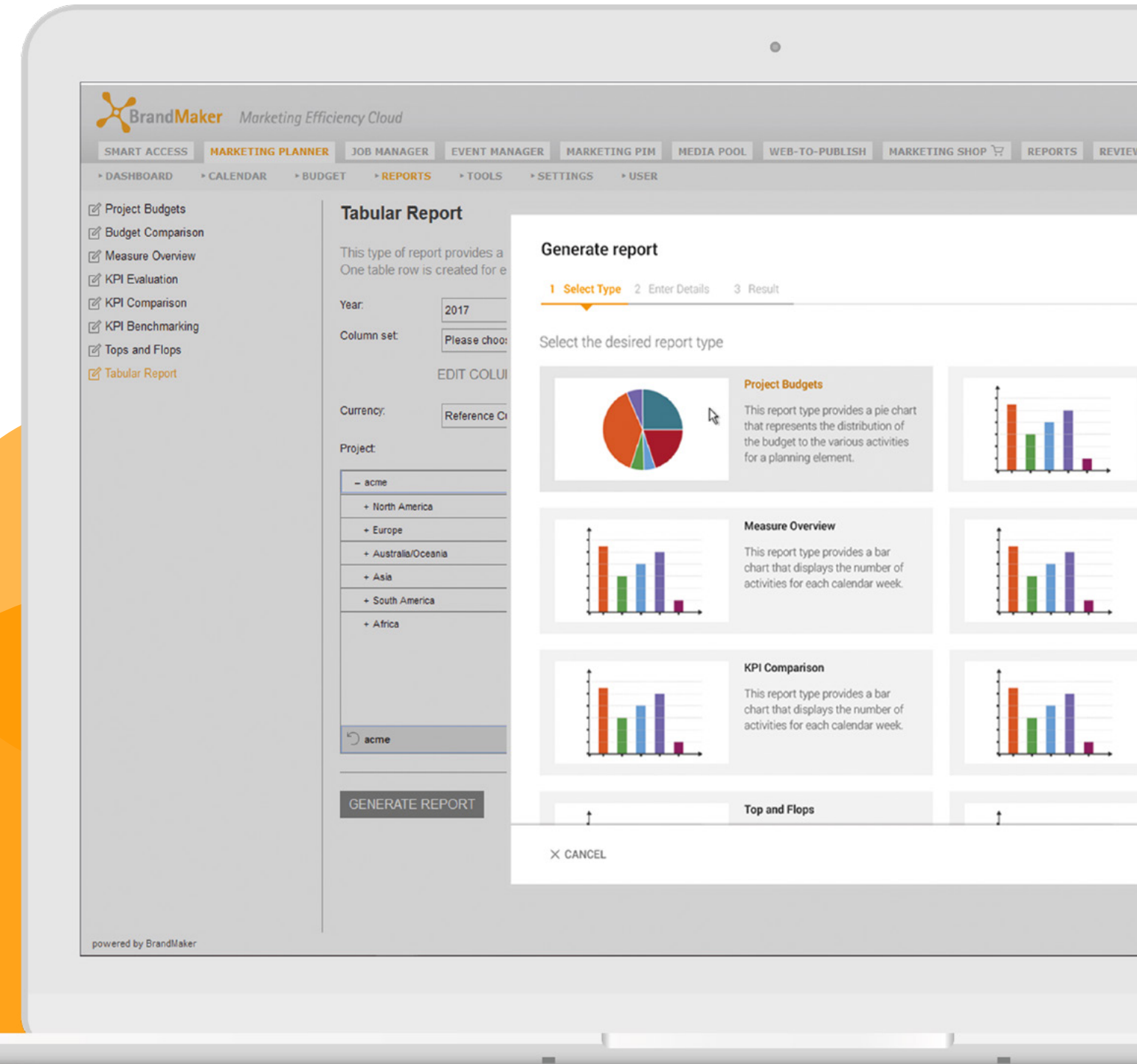
Ensure activities align with overall business goals: Qualify what to achieve and determine appropriate metrics. Make your objectives measurable and share target numbers with the team.

Easily share reports

Powerful export functionalities are available for subsequent processing in other programs and as handouts for meetings via multiple formats including xls and pdf. Or benefit from an automatic and regular dispatch of reports via e-mail.

Now your effectiveness

Scale what works, terminate what doesn't: With clearly structured reports and dashboards you can always see where you are with your events and costs.



KPIs

Monitor your success

Universal and individually definable Key Performance Indicators (KPIs) provide you with reliable information about the success of your campaigns and marketing ROI.

Execute strategic marketing

Align daily operations with the overall marketing strategy and don't waste resources on non-strategic activities. Create logic in the selection of KPIs and group several KPIs together to form a KPI set.

Gain quick insight in KPI status

Define your Performance metrics using the KPI view and be crystal clear on how success is defined and measured. Gain quick insights in KPI status via a user-friendly interface and navigation.

Meaningful KPI reports

Export KPI reports as graphics based on the latest available data. Use the results of these KPIs as the basis for planning follow-up activities.

