

Creation Marketing Store

Introducing the Store

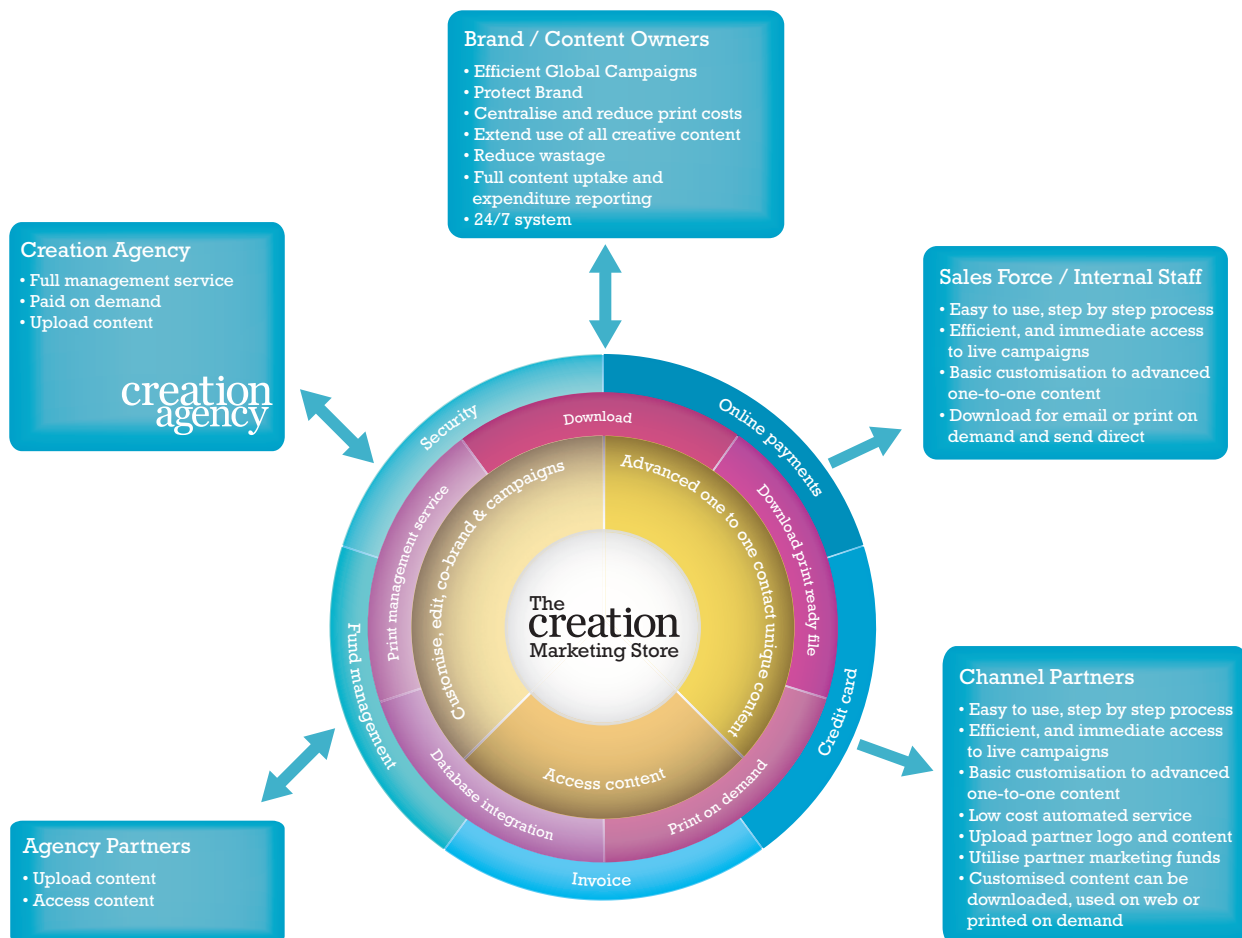
The Creation Marketing Store will enable your marketing staff, sales teams, channel partners and customers, to access, edit and order marketing collateral online as easily as ordering a book or CD.

Facilitating efficient delivery of global campaigns, our fully managed system guarantees brand consistency, ensuring corporate identities are protected and represented correctly, whilst streamlining and automating print and co-branding processes.

The Store reduces print costs, by centralising print management and utilising just in time print on demand, therefore reducing wastage, and also ensures a wide use of any creative, as it can be deployed in a number of different uses.

Dynamic Marketing Content Delivery

At the heart of the store we allow users to either access existing content, or edit and customise using simple online tools. Advanced functionality allows us to implement high impact one-to-one marketing, where users can create bespoke pieces, putting the customer's details on the front, a sales letter inside, and then select content required from an online library, with an individual call to action. This can then be printed and posted to the customer in high quality in less than 48 hours, or emailed within an hour. The Store includes a full print management service, but can output a print ready file for local print, and can accept content from multiple sources.



Using the Store

The user will be guided through every step of the customisation and print ordering process, saving them, and you, time and money. All admin tasks are managed from the site including pricing and invoicing, and the Store can accept funds from online credits, invoicing, credit cards or managed funds (for partners).

For all users the store offers an easy to use, step by step process, and it gives efficient and immediate access to live campaigns. Users can apply basic customisation, such as editing a call-to-action through to a fully bespoke one-to-one follow up with completely tailored content. This can then be downloaded for email distribution or printed on demand and distributed directly to any address.

Channel partners can easily upload their logo and add content to pre-defined areas, and benefit from a low cost, automated service, that removes the requirement to brief creative agencies to tailor campaigns. Partners can also build credits in the system from partner marketing funds and take part in co-branded and co-funded campaigns.

In addition our database integration tools make handling variable data and direct mail a simple process.

The Store can be fully customised so that it can fully represent your brand, and Creation will provide a paid on demand service, with full user training and support, as well as ongoing upgrades to your Store when they become available.

Our software is hosted and the interface is web-based with no requirement for local software installation, so all you need is an internet connection.