

## VARIABLE MARKETING MATERIAL PUBLISHING

Targeted marketing is proven to provide a better ROI than mass mailing. By combining personalization with customization, now you can take variable publishing to a new level. But how can an organization keep the message or look and feel consistent if multiple groups or channel partners are producing materials on their own?

MJA's Variable Marketing Material Publishing is a turn-key solution for creating personalized and customized marketing materials using on-line templates. This solution streamlines the production process from customizing a template through print production across multiple organizational users or channel partners; all while preserving your branding and messaging standards. Do more with less; perfect for organizations with downsized marketing staff.

### FEATURES

---

- 24/7 password protected, online access to customizable templates from anywhere in the world
- Form-fill text boxes and click-to-switch image functionality makes it easy for anyone to customize imagery and copy
- On-line customer database upload and ordering provides easy, turn-key production and distribution

### BENEFITS

---

- No limit to number and type of available templates
- No graphic design background needed; easy-to-use functionality
- Protect branding/messaging standards by controlling customization allowed for each template
- Professional looking, consistent marketing materials at low cost
- One safe-source marketing support for organizations with decentralized marketing
- Monitor and control marketing and print cost across multiple users, divisions, channel partners

**MarkJames**  
*& associates*

1601 North Bond Street, Suite 201  
Naperville, IL 60563

Phone: 630-548-8100

Fax: 630-548-6107

E-mail: [info@markjamesassociates.com](mailto:info@markjamesassociates.com)