

# Brand Management



Manage and distribute marketing assets from a single source of truth. Easily control your brand by creating pre-approved libraries of content and creative assets – from ads, email copy, presentations, sales materials, logos and more – with 1:1 level privacy settings that control budgets, access and template customization.

## Asset Management

From managing your digital assets like social media ads and campaign emails or physical ones like brochures, point-of-sale signage, catalogs, or store opening kits, to physical goods such as premiums and wearables our platform ensures that all your assets are stored, and accessible, from a single storefront.

- Brand Asset Management
- Promotional Items & Wearables
- Kitting
- Order Management & Fulfillment
- Financial Controls

## Content Operations

With our branded content management capabilities, we'll automate the creation and management of your localized, personalized campaigns, assets and content – and where needed we can then produce and distribute – delivering through a variety of online, offline, and in-store channels – all while maintaining consistent brand design and messaging and, where applicable, airtight compliance with security regulations.

- Modular Templates / Locked-down Content
- Approval Workflows
- User Access Controls
- User Level Pricing
- Locked Down & Secure Content

## Modular Templates

Our modular templates allow you to upload your assets, then determine what “content blocks” can be changed or locked down. Automated with our technology, you can determine everything from what images can be changed (and then set options they can use), provide content options and/or allow free form text and more

This allows users to create their own localized, customized assets with very little effort and, more importantly, no actual design work from the corporate marketing team.

- Ad Builder
- Customizable Templates
- Print-on-Demand Integration

## Campaign Management

Our U.Connect platform enables end-to-end management of your local and national marketing campaigns from production to distribution. Our technology platform enables your corporate marketing team to create and design national brand campaigns, then our technology enables your approved, distribute teams to access and run your pre-approved digital, traditional, and in-store marketing campaigns.

Then, we'll ensure everything is published, printed, and/or distributed on time, monitor print inventories and budgets, and measure digital engagement.

- Digital Marketing Integration
- Traditional Marketing Integration
- In-store Marketing Integration

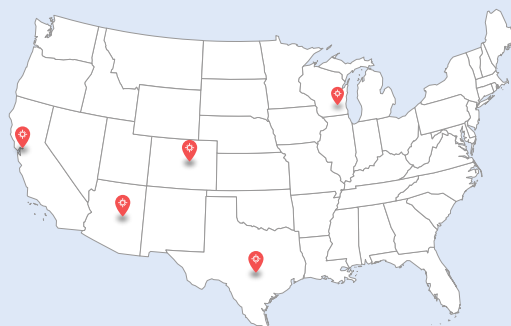
## Fund Management

A key piece of corporate brand oversight is budget management — keeping track of who's spending what, where and when. Our fund management capabilities ensure secure payment processing for all orders — whether B2B or B2C — that fit your unique business needs. And we give our clients total visibility into and control over spending with comprehensive price monitoring, local expense tracking, and reporting.

- Various payment options at the user level — MDF (marketing development funds), Co-op Dollars, Credit Card and more.
- User level pricing structures and payment options



All of these capabilities make brand management easy at both the national and local levels, empowering franchisee, retailers, and distributors to create powerful local marketing campaigns and allowing corporate teams to breathe easy knowing brand integrity is completely safe.



**Your brand + content. Anytime. Anywhere. Anyway.**

Visit us at [www.1touchpoint.com](http://www.1touchpoint.com) or email [info@1touchpoint.com](mailto:info@1touchpoint.com)

ISO 9001:2015 Certification • HIPAA Compliant • G7 Master Qualification • SOC 2 Type II Certification

