

Effective Planning and Real-Time Control Over Your Marketing



YOUR MARKETING COCKPIT

Stay on top of your marketing by creating one end-to-end process that combines plans, budgets, and results.

WHAT YOU GAIN

Simplified resource allocation, better coordination across teams, and smarter investment decisions.

The Challenge

A marketing leader's job is to translate the company strategy into concrete goals, KPIs, and marketing actions.

When doing so, many marketing teams face the same challenge: processes, data, teams, and tools are disconnected.

As a result, it's hard to get a big picture overview, resources are allocated inefficiently, and decisions are not results-driven.

The solution: MARMIND

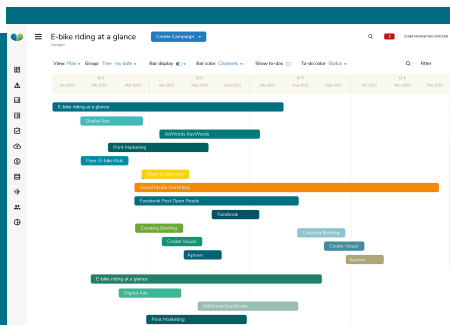
- Execute your marketing strategy by combining planning, budgeting and results with established point solutions and distributed teams into an seamless process.
- Simplify resource allocation through automated insights, cross-channel performance predictions and recommendations based on our RAMMA® algorithms.
- Gain full control over your marketing and know where to spend marketing dollars for maximum impact.

One End-to-End Process

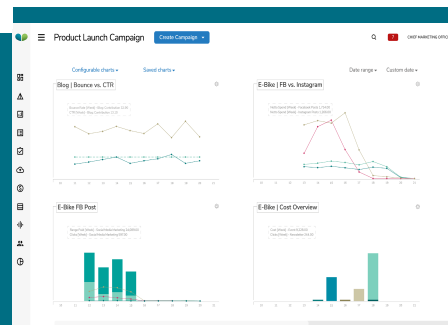
MARMIND gives businesses full control over their marketing with seamless processes across point solutions, teams and locations. All PLANS, BUDGETS and RESULTS are managed by MARMIND.

In addition, MARMIND creates seamless end-to-end processes that integrate your favorite tools for managing CONTENT, PRODUCT, PUBLISHING, and ANALYTICS to orchestrate the entire marketing process.





	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FORECAST	BUDGET	VARIANCE
Events	27,000	27,000	17,000	85,000	140,000	11,000	
External Services	10,000	7,500	7,000	26,000	23,000	3,000	
Agency Costs	8,000	5,700	4,000	18,000			
Consulting	2,000	1,800	2,800	6,600			
Online Advertising	57,000	42,300	64,750	164,050	100,000	14,050	
Digital Ads	12,000	12,000	32,000	75,000			
E-Mail Marketing	2,000	2,000	2,000	15,000			
Social Media	31,070	5,400	10,200	68,000			
Website Marketing	9,030	27,900	9,000	52,070			
Total	140,000	97,200	127,050	352,050	140,000	26,050	



Plans

Plan omnichannel campaigns within one centralized marketing calendar

Collaborate effectively across teams and allocate resources efficiently

Avoid multiple content versions with our content and digital asset integrations



Budgets

Create top-down budgets and bottom-up forecasts

Use automated approval workflows to stay on top of budget and spend

Use budget and spend insights to effectively optimize campaigns



Results

Monitor campaigns, channels, and individual activities in one central KPI cockpit

Track results across all channels to optimize resource and budget allocation

Manage all activities based on in-depth insights

100% FLEXIBILITY

MARKETING OPERATIONS AUTOMATION



The Core of MARMIND: Integrations and Workflows

MARMIND integrates your existing tech stack to enable seamless workflows across different solutions. This allows you to create genuine end-to-end marketing processes.



Contact our team:

Paul Polak
CEO MARMIND Inc.
+43 (0)676 6712599
p.polak@marmind.com



Contact our team:

Michael Machhammer
Business Development
+43 (0)676 6712218
m.machhammer@marmind.com

Curious how your marketing can take off with MARMIND?

Get in touch or simply book a free consultation:

BOOK CONSULTATION

