

APRIX MARKETING MANAGER

Aprix Marketing Manager is an online Marketing Resource Management System that enables you to simplify daily management tasks and focus on marketing. It gives marketing professionals the tools they need to plan campaigns, track deliverables, report on tasks, and collaborate online.

Who is it for ?

Chief Marketing Officers (CMOs), Directors of Marketing, Marketing Managers, Product Marketing Managers, Designers, Event Coordinators, and other members of your marketing department are all dealing with an increasing volume of email, files spread out on the network, and pressing deadlines. With Aprix Marketing Manager you can manage all your marketing projects, campaigns, and trade shows from one central online database collaborate with your team and become more productive. **The goal is to have you spend less time on administrative tasks so you can focus more on marketing!**

Quick Product Tour

My Tasks

When users logon they immediately see all their priorities and schedule. All critical information about the latest marketing campaign, upcoming events and deadlines can be seen from this screen. Managers can monitor progress by verifying each team member's workload and task progress status.

Marketing Calendar

The Calendar Widget is a handy tool that keeps you updated with the critical deadlines approaching and helps you plan your day so that you can be more productive. As tasks are assigned to you, the calendar refreshes to show you what to focus on next.

The screenshot displays the Aprix Marketing Manager interface. At the top, there's a navigation bar with tabs: MY TASKS, REPORTS, DASHBOARD, BUDGET, LIBRARY, CONTACTS, and EXPLORE. Below this is a table of tasks with columns: Task, Deliverable, Project, Due Date, Status, and Priority. The tasks listed include 'Create presentation abstract for Expo 2010', 'Update Delta Product Web Page', 'Review Market Research Results', 'Create Landing Page for August Webinar', 'Create presentation for Expo 2010', 'Create presentation for August Webinar', and 'Edit Copy for Sales Contest'. To the right of the task list is a calendar widget for August 2010, showing dates and task assignments. Below the task list, a detailed view for the task 'Update Delta Product Web Page' is shown, including a description, deliverable, project, project type, project owner, notes, files, status, assign to, estimated hours, and actual hours. Arrows point from the 'My Tasks' section to the task list, from the 'Marketing Calendar' section to the calendar widget, and from the 'Task Details' section to the detailed view of a task.

Task Details

Get a quick glance at what needs to get done by clicking on any task on the screen and reviewing its details at the bottom. Or, click on the task to expand into full-screen mode.

Alerts

The Alerts Widget is updated dynamically and is always present, giving you up to the minute information about critical activities that require your attention.

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Marketing Deliverables

Create marketing deliverables online, assign them to team members and track progress. Each deliverable is like an online creative brief. Webinar, Presentation, Email Marketing, Social Media, Marketing Collateral, and more deliverable types are available. Online marketing collaboration has never been easier.

The screenshot displays three deliverable cards in the Aprix Marketing Manager interface. Each card is a form for creating and tracking a marketing deliverable. The first card, 'Deliverable: Delta Product Web Page', includes fields for Name, Type (Web Page), Priority, Status, Owner (Mary Peterson), Description, Budget, Deadlines, and a list of tasks with assigned team members and due dates. The second card, 'Deliverable: Alpha E-Book Publication', includes fields for Name, Type (E-Book), Priority, Status, Owner (Matt Johnson), Description, Budget, Deadlines, and a list of tasks. The third card, 'Deliverable: Alpha Print Ad', includes fields for Name, Type (Print Ad), Priority, Status, Owner (Mary Peterson), Description, Budget, Deadlines, and a list of tasks. Each card also has a 'MARKETING' section with a goal and target market, and a 'PROJECT' section with project type, owner, and due date.

Trade Show and Events Management

Aprix Marketing Manager helps you plan and execute your show strategy. With all trade show information stored in a single online location, all team members involved in the event will know what to do and when to do it. Plus, you'll be able to follow-up on progress and deadlines much faster than before.

Exchange Files Online

Upload copy, artwork, design files in any format you wish. Files are associated with tasks and can be easily found by any team member with access. Keep different versions and track changes, ensure your marketing files are always accessible.

Marketing Campaign Planning

It's easy to plan and execute marketing campaigns when all the information you need is online.

The screenshot displays the 'Project: Delta Upgrade Campaign' form in the Aprix Marketing Manager interface. The form is divided into several sections: 'PROJECT INFORMATION' with fields for Type, Priority, Status, Owner, and Description; 'SCHEDULE AND BUDGET' with fields for Due Date, Other Deadlines, Estimated Cost, Actual Cost, Estimated Hours, and Hours to date; 'DELIVERABLES' with a table listing deliverables with Name, Type, Due Date, Status, and Priority; and 'MARKETING' with fields for Target Market and Call to Action. The form also has a 'DELETE PROJECT' and 'SAVE PROJECT' button at the top right.

BENEFITS SNAPSHOT

- Streamline marketing workflow
- Automate notification of new tasks to team members
- Track deliverables and deadlines
- Share the marketing calendar online
- Upload files and easily find and retrieve them
- Track spend and manage your marketing budget
- Coordinate trade shows and events without relying on spreadsheets

Marketing Vendor Management

The Contact Management Center replaces the traditional rolodex and eliminates the need to keep vendor information stored in Outlook or a big spreadsheet. Finding the contractor that worked on a specific project is now easy since that information is available online. Keep track of who worked on which marketing campaign and quickly access the information when you need it.

Online Marketing Budget

Manage your marketing budget online and get rid of spreadsheets. Enter all your marketing budget into a central online database from where you can track your expenses and plan your campaigns and projects.