

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.



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

Alerts

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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.



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

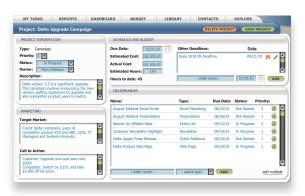
Upload copy, artwork, design files in any format you wish. Files are associated with tasks and can be easily found by any team member with access. Keep different versions and track changes, ensure your marketing files are always accessible.

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 Campaign Planning

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



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.