

## SIX REASONS TO HAVE A MARKETING PORTAL



ENSURE  
BRAND CONSISTENCY



MAKE ASSETS  
DISCOVERABLE



CENTRALIZE  
THE TSUNAMI OF CONTENT



EMPOWER  
SELF-SERVICE LOCALIZATION



FACILITATE  
MULTI-CHANNEL PUBLISHING



SPEED UP  
MARKETING PROCESSES

Brand management and marketing operations teams within large companies face a significant challenge. They have to get every person in sales and marketing – plus every contributor from agencies and partners – to leverage the right marketing assets at all times. The fact that these teams are often spread across the globe, use various file systems and other local tools and have their own methods of storing and reusing assets and content only further complicates the issue.

There is a solution to this challenge. By implementing and customizing a marketing portal, marketing teams can accomplish these six things:



### Ensure Brand Consistency

A marketing portal gets everyone using sales and marketing materials that are consistent with your brand. The portal provides a single place to house all your marketing assets, including your style guide, logos, images, videos, documents, presentations, and dynamic templates. It also allows you to pre-approve promotional items for staff and partners to order online. When content creation starts from your marketing portal where you can control the assets, you can ensure consistency with your brand at every customer touch-point.



### Make Assets Discoverable

When you have a single portal from which to work, members of your marketing team can easily find all the templates they need to produce a huge range of marketing deliverables. Your sales team can find the latest pitch decks and product sheets. And, if you choose, partners and other types of external teams can access what they need from you at their convenience. With a marketing portal in place, email exchanges about where to find things will end and your staff can do their jobs with fewer distractions. What's more, a state-of-the-art portal will also allow you to spotlight new or high value content, communicating important context regarding its intended use.



### Centralize the Tsunami of Content

The volume of content that marketing teams are expected to produce is massive – and growing. Nearly every marketing team is forced to manage a tsunami of content. A marketing portal can tame this content by centralizing it, streamlining all the workflows that are necessary to get new content created and approved. Better yet, content can be automatically flagged for expiration so that dated materials are reviewed and retired over time.

- 50% of senior leaders across marketing, digital, media, and communications teams say that they have more digital content than they can effectively manage.
- 90% expect the volume they are producing to increase in the next 2 years



## Empower Self-Service Localization

A global marketing portal with online templates and broad language support makes it possible for teams in multiple locations to easily and cost-effectively work from a centralized content hub. From there, they can make brand-compliant modifications to specific text and imagery to support local sales goals or co-branding requirements. Global headquarters sets the ground rules while regional teams enjoy the flexibility of self-service editing. Regional teams can also leverage the portal to easily share their local successes and inspire others.



## Facilitate Multi-Channel Publishing

Multi-channel publishing is difficult because you have to get the right assets in the right formats distributed to the right places – and all on a schedule. A marketing portal allows you to centrally control multi-channel publishing. From the portal, you can define the important components of your message once. When you're finished, the system formats these components appropriately for all of the print, web, mobile, and social channels that you want to use. This supports consistent messaging across all channels and empowers expansion to new channels as they become popular with your audience.



## Speed Up Marketing Processes

Marketing teams need to operate faster now than ever before. BrandMaker compared marketing today to the marketing efforts of 15 years ago. They found that today's marketing leaders must coordinate 6.5 times more projects across 11.9 times more agencies in 15 percent of the time. A marketing portal automates all the workflows that can be standardized so that your team can output and coordinate more work more quickly, all while still adhering to your brand guidelines.

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### Could your team benefit from these doing more while working less?

You can realize all of these benefits by implementing a fully customizable marketing portal with gateB. If you would like to discuss your vision for a marketing portal and explore how it can power success for your marketing department, contact us at [info-us@gateb.com](mailto:info-us@gateb.com).



Transforming Digital  
into Value

## About gateB

gateB is a consultancy and implementation specialist that empowers clients to tap into the potential of digitalization and to make their customer relations faster, smarter, and better. Using cutting-edge solutions and strategy, we advise leading national and international companies in the fields of customer intelligence, marketing analytics, campaign management, marketing operations, multichannel publishing, and marketing automation. Founded in 2009 in Steinhausen, Switzerland, we currently employ more than 70 consultants, data scientists, and implementation specialists in our four offices in Steinhausen, Los Angeles, Milan, and Singapore. More on [gateB.com](https://www.gateB.com).