

# Markomi

BUILD. BRAND. GO TO MARKET.



**How print companies can resell marketing automation**

a service provided by

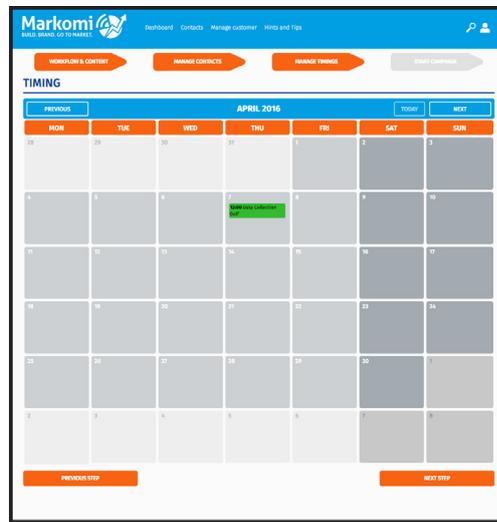


KONICA MINOLTA

# Marketing Automation

As a print provider you're always looking for ways to add value to your customers so they keep coming back to you for their print requirements. Helping your customers with their marketing is a great way to do that. It drives more print to you, increasing business and means you are more integrated into that customers day to day operation.

Offering your customers access to a marketing automation tool is a great way for you to get involved with your customers marketing. These types of application allow companies to create workflows that deliver multi channel marketing to their customers.



Campaign calendar



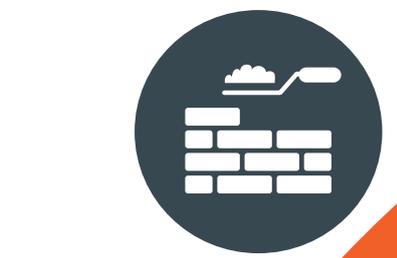
**New Business: Offer multi-channel marketing as a service**

**Increase print frequency and volume**

## Why your customers need your help:

Most marketing automation tools are complicated and require a lot of set up before you can get started. Marketers need help with these applications, and welcome partners that can provide support in building campaigns.

**Markomi, the Konica Minolta marketing automation tool does all the hard work for you.** Designed especially for print providers to sell to their customers, once the customer is up and



Campaign workflow

running you can provide ongoing support to make sure their campaigns run like clockwork.



## Easy to use, great reporting:

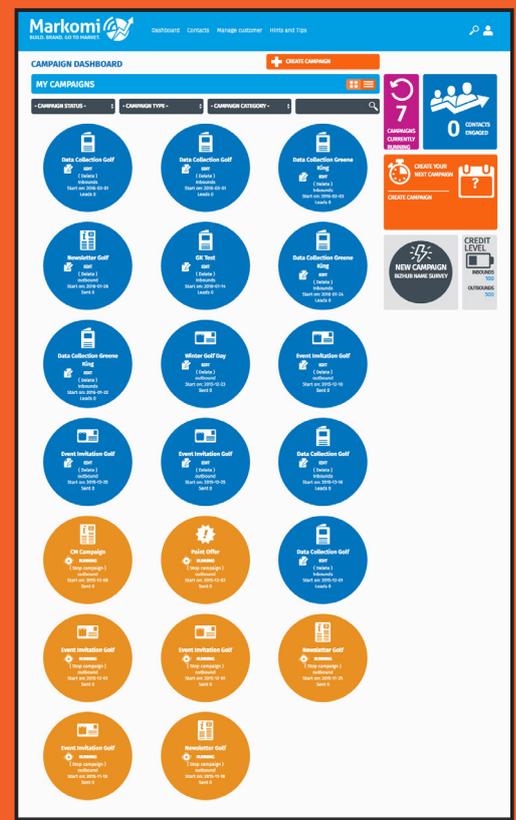
- Branded online portal with multi channel campaign workflows already set up
- Customers login to launch their campaigns
- Combination of print and digital in single campaigns
- Add branding, text and image edits
- Customer uploads their data and campaign is sent

Simple reporting means your customers can see in real time how their campaigns are performing.

It's an online application, so there's no need to install software or pay hefty licence fees, just pay for what you use.

Sign up now to see how easy it is for yourself.

Go to: [www.markomi.com](http://www.markomi.com)



Dashboard

# Markomi

BUILD. BRAND. GO TO MARKET.





**Markomi**   
BUILD. BRAND. GO TO MARKET.  
[www.markomi.com](http://www.markomi.com)

a service provided by



KONICA MINOLTA