

# Online Brand & Marketing Asset Center, Built and Managed by TRAY for you!



**MARKETINGFRONT** IS IDEAL FOR COMPANIES AND ORGANIZATIONS WITH MANY LOCATIONS OR BRANCHES THAT INTERACT WITH ONE MARKETING DEPARTMENT OR FRONT OFFICE. CONTROL OVER YOUR MARKETING ASSETS, COLLATERAL, TEMPLATED ITEMS, AND BRAND CONSISTENCY IS PUT WHERE YOU WANT IT. ALL OF YOUR MARKETING ITEMS ARE EASILY ACCESSIBLE THROUGHOUT YOUR ORGANIZATION. YOUR USERS CAN VIEW, ORDER, CUSTOMIZE TEMPLATES, AND RECEIVE ITEMS. FROM START TO DELIVERY, **MARKETINGFRONT** DOES IT ALL FOR YOU!

**MARKETINGFRONT** IS MORE THAN JUST AN ONLINE COMPANY STORE. TRAY CAN CREATE TEMPLATED ITEMS, SUCH AS BROCHURES, WHERE USERS CAN CUSTOMIZE THE ITEMS WITH THINGS SUCH AS CONTACT INFO OR IMAGES. TRAY MAINTAINS THE TEMPLATED ITEMS, AND YOU HAVE THE CONTROL TO CHANGE OR ADD TEMPLATED ITEMS. PERMISSION-BASED RULES CAN BE ADDED, TO GOVERN WHO CAN ACCESS OR EDIT YOUR ITEMS. **MARKETINGFRONT** ALSO SERVES AS YOUR DIGITAL ASSET LIBRARY WHERE ALL YOUR MARKETING ITEMS ARE ORGANIZED IN ONE SPOT, MAKING IT EASY TO ENSURE YOUR ORGANIZATION HAS THE LATEST VERSIONS OF MARKETING ASSETS INCLUDING DOCUMENTS, IMAGES, AND LOGOS. YOU WORK HARD TO PROMOTE YOUR BRAND, SO KEEP IT CONSISTENT WITH **MARKETINGFRONT!**

# MARKETINGFRONT

Simplicity, from Idea to Build to  
Bam You're Live!

*Your Marketing Assets, including Collateral, Promotional Products, and Templates centralized yet easily accessible all across your company or organization.*

*You control your Marketing Assets. Tray manages your Marketing Assets Inventory and Templates, Produces your Items and Products, and delivers them for you.*

- You tell us what Items/Templates you want to include on the site. Need a logo or new branding idea? Our Graphics Team can create or augment a logo for you. Need Promotional Products? Our Promotional Products Team can match the best items to your brand and identity.
- We create your **Marketingfront** online site for your Items, which can be seamlessly linked to your existing website. We can incorporate permission or approval rules if you need to control access and usage on the site.
- We Print, Receive, Inventory, and Maintain the printed and other items. Simplicity and value here!!! We manage your Items and inventory and let you know what's moving off the shelf, what's not moving, and when to reorder items.
- We Process and Fulfill orders from your **Marketingfront** site; from order to checkout to transaction processing to shipping, we literally deliver for you!

*Contact Tray today for more info!*

# Why **Marketingfront** Is So Great For your Organization

**MONEY SAVINGS** - Centralized control of your Marketing Assets ensures that you have just the materials and items you need and regularly use. No more unused or wasted materials. Reorders are done less frequently and in large quantities, giving you more cost savings.

**TIME SAVINGS** - Employees and others don't have to bombard the marketing or other depts. for Items. Moreover, Tray processes, ships and keeps track of your items. **Marketingfront** is also your centralized Digital Asset Library, so your or others don't have to go searching all over for your Marketing items. We also provide regular reporting of items to you.

**EDITABLE TEMPLATES** - Further money and time savings! Users themselves can customize an existing Marketing item, such as a brochure, with their info, then immediately view a proof, and order the item. No bothering the marketing dept. or ordering lots of customized items which might go unused in time.

**PROTECT YOUR BRAND** - Brand is everything! **Marketingfront** gives you centralized control of your Marketing and Brand. You decide what materials, items, logos, images can be used by your origination. Everything is kept up to date, with the latest versions, so your brand and items are always consistent throughout your organization.

**CONTROL OVER YOUR MARKETING** - Employees and others only order Items that you allow them to order. You control access to the site or items; the site can be made private to your organization or to specific people. You can limit items or quantities available to users, and decide if users will be charged for items they order from the site.



681 Hollins Ferry Road | Suite A | Glen Burnie, MD 21061

410.689.0690 | f: 410.689.0767

[www.trayinc.com](http://www.trayinc.com)