



Unify & Simplify
all your daily communications

messageLINK

UC VALUE ON MARKETING PRODUCTION

Marketing needs to prepare a number of tools (advertising, brochures, press releases, meetings, etc.) to communicate their message over several mediums in order to promote their company message the most effective way possible to bring the product or service to the attention of the customers.

- UC drives the exchange of information, schedules and tools with external resources such as the press, PR firms and potential first customers. Contact management and the associated linkage are important during the product or service introduction as is the continuing marketing effort after the release of the product or service.
- A marketing campaign will need continuous, fast and effective communications. UC will keep the campaign on schedule and be useful in responding to market changes.

Product needs include external part delivery, service providers, packaging and shipping companies and other organizations that need to be coordinated, especially if just-in-time scheduling is the goal. Accurate communications, delivered in a timely manner, in whatever form that is most productive is the key value of UC.

- Access to presence and real-time communication tools such as instant messaging and conferencing will enhance the production process.
- It will reduce the time required for problems/issues to be resolved.

UC can be leveraged to enhance the ability of geographically scattered people and resources to work as a real-time team.



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