

Introducing the Power of Simple

Seven tough questions

For financial services
marketing leaders in a
customer-centric world.

Powering marketing and communications



simple.

Marketing is hard.

Great marketing is even harder

It takes thinking, creativity and freedom from distractions.

Therefore: **The simpler your marketing processes, the better your marketing.**

Simple makes your marketing processes as simple as possible.

What's your experience as a marketing leader in financial services? How much time are you able to spend focused on your brand, your strategy and your customers, as opposed to managing – or even micro-managing – the dozens of jobs, budgets, approvals and people you deal with every day?

The **seven questions in this short guide could provide some real insight.**

Welcome to Simple

Simple is an enterprise marketing application, designed with financial services in mind, that gets you focused on what really matters: turning consumers into customers, and maximising the lifetime value of each and every one.

The traditional name for this is marketing resource management. But the real resource Simple liberates is the most important one behind a brilliant customer experience – you.

In three ways, Simple gets you back to being focused where you need to be:

- By vastly simplifying the management of jobs, budgets, time and approvals, Simple opens up your day, every day, so you can get on with driving powerful marketing and customer-experience strategies
- By forming the command centre of your marketing and CX technology stack. Simple integrates with all your other applications, meaning you and your team don't waste valuable time switching between them or performing repetitive manual tasks
- By giving you complete visibility of everything you're doing across the customer journey, you can see at a glance whether you've addressed every marketing and CX touchpoint – from the advertising that builds your brand to the experiences that build loyalty and trust.

The pain of complex

As you know, marketing is much, much harder than it looks from the outside. There are so many moving parts – in the form of people, processes and technology – that small problems often snowball into much bigger headaches. Headaches that could have easily been avoided, if only you had the right tools. The antidote to those headaches is the Power of Simple.

The Power of Simple

When workflows and process are properly designed and automated, the pain of complex goes away. Simple as an application takes care of everything, from resource and budget allocation to digital-asset and traffic management. All of which means that Simple is just as valuable to your day-to-day operations as it is to your larger marketing, brand and customer-experience goals. It's worked wonders for some of our biggest customers – saving thousands of hours and millions of dollars – and this quick five-minute read will show you how.

The pain of complex

Explaining to the ACCC about that well-meaning campaign that went viral and made it on the evening news (for all the wrong reasons).

The Power of Simple

Automated marketing compliance management.

Has your advertising ever had a nasty run-in with the law?

It's enough to keep any marketing leader up at night. An overlooked term or condition. A tactical offer with a misplaced decimal point. An advertising headline or social media update that hasn't been completely thought through.

And yet getting a hold of the right people to approve campaign collateral and marketing content remains one of the biggest challenges for any marketing department's day-to-day operations.

Getting rid of these headaches was the reason Simple was first created – to build approvals and other compliance messages into marketing workflows, so that work that hasn't been seen and signed off can't leave the building.

The pain of complex

Convincing yourself that it's a good idea to spend 50% more on your advertising every month and get 0% more back in return.

The Power of Simple

Reducing out-of-scope agency costs to zero.*

*Australia's 2nd largest bank.

Are you regularly over-spending your agency retainers? Do you know by how much?

Last-minute changes and poorly thought-out scopes-of-work are a great boon to advertising and media agencies – but not quite so much to the brands they serve.

Once your marketing operations reach a certain size, it's almost impossible to keep track of everything, take control of the situation and put the right corrective measures in place. At least, without help.

Simple, however, gives you total visibility of your agency spend, all the way down the job level and back up again. So it's clear when you're spending much more than you need to with your advertising, media, digital, social and CX partners.

The pain of complex

Managing your multi-million dollar marketing budget using fourteen spreadsheets, three whiteboards and a Post-It® note that fell off your monitor six weeks ago.

The Power of Simple

Every single cent, visible and accounted for.

Speaking of marketing budgets, how easy is it to keep track of yours?

You start with an overall marketing budget. Then you split it up among your team to deliver on each of your strategic priorities. Next come campaigns, then specific marketing tactics.

If you don't have some way to bring it all together, it's easy to lose track. So with Simple, your marketing budget is automatically aligned to your specific campaign and tactical spending. And it's all tracked in one place, instead of lots of different, unconnected, hard-to-find places.

The pain of complex

That panicked search through your sent items folder in the desperate hope of finding those three missing JPGs by 4:30 pm.

The Power of Simple

All your digital assets, tagged, searchable and in one place.

Have you ever missed a critical deadline? Are you always doing things at the last minute?

You've spent thousands if not millions on valuable marketing assets – display ads, images, logos, illustrations, infographics, articles and other content pieces, key messaging, the list goes on.

And then you can't find them.

Worse, a deadline is approaching and a media booking is about to be missed.

Even worse than that, when you do find the thing you're looking for, you don't know if it's the most up-to-date version, with the right copy, design updates or terms and conditions.

Simple's digital asset management (DAM) solution was designed to make sure you never have to deal with this sort of trauma again.

The pain of complex

Performing that delicate balancing act between the C-suite's relentless pursuit of short-term results and the need to invest in the long-term health and value of the brand.

The Power of Simple

Buying time to build brand by saving \$22 million in operational costs per year.*

*Australia's largest retailer.

Are you really in charge of your marketing strategy?

Activation versus brand. Tactics versus strategy. As a marketing expert, you know it's critical to get the balance right – and remember it is a balance. But the pressure to drive immediate revenue is never far away.

It's all about picking your battles – and being armed to fight them. So let your executive management team know that with Simple, it really is possible to identify huge cost savings (and productivity gains) in your marketing workflows, supplier relationships and more. Which means instead of funding tactical executions with your brand budget, you can fund them out of the operational savings you make with smarter, faster, more cost-effective marketing processes.

The pain of complex

Interpreting the contents of seventeen of those giant Post-it® notes, some of which are clear and legible, some of which are missing, some of which look like the work of a drunken chimpanzee.

The Power of Simple

A single digital record of marketing and CX activity.

Can you be sure that every customer touchpoint is winning over your customers?

Simple helps you get a complete picture of the customer experience, by having all your activity documented in one place.

And not just marketing activity -- if you like, Simple can track customer touchpoints across your whole business. With that visibility in place, you'll immediately identify any gaps, and ensure you're creating as much CX magic as possible, from the moment of discovery all throughout the customer lifecycle. And if you're using Microsoft Dynamics 365 for Marketing, Simple integrates directly, forming an ideal pairing at the heart of your CX technology stack.

The pain of complex

Going round in circles persuading your IT department to agree to get on board with your new, untested marketing resource management application.

The Power of Simple

The most IT-friendly name in the business: Microsoft.

Is your IT team happy to implement any old martech solution you choose?

IT departments can be notoriously difficult to please – with good reason. Fortunately, Simple speaks their language.

To begin with, Simple was created using the Microsoft Power Platform. It's hosted using Microsoft Azure, and it integrates with Microsoft Teams. So before you even start to think about deployment, you have the most trusted name in information technology to put in front of your cynical CIO.

Simple is also ISO:27001-certified, which does away with any last lingering IT concerns. And it integrates with everything else in your martech stack, either via pre-existing connectors or robotic process automation technology.

The Power of Simple for one of the world's biggest banks.

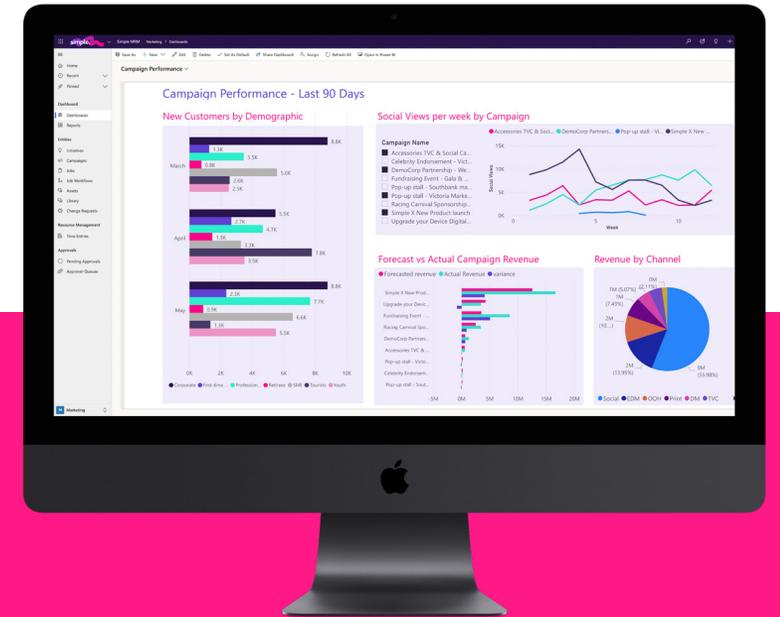
When one of Australia's 'big four' banks wanted to overhaul its marketing risk and compliance management framework and reduce its creative agency costs, they turned to Simple. Simple helped them create a consistent branding and governance regime, provided a picture of their overall marketing activity, and gave them control over the resources they needed to create more effective marketing and customer-experience strategies and campaigns.

As the bank's Head of Marketing Operations said, 'Our marketing team love Simple – it's a massive time-saver compared with email, documents and spreadsheets, and especially the mobile functionality.'

Simple has helped the bank:

- Increase compliance from 67% to 100% – critical in light of Australia's Banking Royal Commission
- Optimise the campaign mix to shift 10% of spend to higher value campaigns
- Cut rounds of agency creative from up-to-17 to a maximum of five
- Shorten the length of the creative review process by 21%
- Streamline go-to-market processes by 70%, by reducing the number of marketing processes from 88 to 27
- Reduce agency costs by 30%, and out-of-scope agency costs from an additional 50% to zero.

You can read more about it [here](#).



Discover more about **the Power of Simple** for financial services in Australia. To book an initial discussion or demonstration, email hello@simple.io, or call 1300 740 679.