Marketing Resource Management Solution Checklist

☐	Strategic Planning	Originates and works from mandates and goals to provide visibility into how dollars are being spent to meet strategic targets and objectives.
☐	Financial Management	Tracks expenses, schedules, and resources. Links to strategic objectives to see expected results for programs and campaigns.
☐	Workflow	Automates common tasks like content approvals and expense tracking.
☐	Creative Production	Creates and develops marketing programs and content.
☐	Project Management	Organizes marketing production with user progress reports and the ability to view progress and upcoming activities.
☐	Calendaring	Provides a shared view of project activities with associated time frames.
☐	Digital Asset Management	Stores and provides shared access to images, videos, documents, marketing materials, and logos.
☐	Knowledge Management	Can access to up-to-date product information, and collect and display product information alongside the relevant product image by automatically retrieving this data from all other systems.
☐	Content Management	Digital assets with text and other metadata are readied for distribution on all marketing channels. Smart integrations allow both internal and external contributors to produce brand approved content.
☐	Fulfillment	Fulfills and distributes marketing assets, content, and collateral.
☐	Portal Access	Gives partners and suppliers access to agencies, fulfillment, and marketing services.
☐	Analytics	Provides reports on marketing efficiency, campaign performance, resource allocation, and more.