



Satisfying Four Basic Business Needs

By Shannon Duffin

If you are thinking of getting back to the basics, you're not alone. Many companies are making changes to survive these strained economic times. Is your business in a position to persevere and prosper right now? At RPM, our marketing applications network drives activity with workflow innovations that improve the management of your marketing collateral and create cost-saving efficiencies for your business. The integration of marketing and operational services to supports four basic needs of every business: *physical, operational, promotional and growth*.

RPM not only manages the quality production of your marketing collateral, but also offers the professionals to create it, the space to store it, the technology to make it available via a company e-store, the distribution team to streamline shipping, and the reporting response to support it. RPM's comprehensive approach targets the unique level of services your company needs...

- PHYSICAL:** RPM provides your company with access to warehousing, digital data servers and an extended network of experienced professionals to support your home team.
- OPERATIONAL:** RPM combines top-tier technology, inventory management and distribution channel advantages for a powerful evolution of operational efficiencies. We can help you centralize buying for your organization's entire network of users/locations with an online company "store".
- PROMOTIONAL:** RPM expands your marketing arsenal with creative services, customized integrated e-mail campaigns, data mart services and promotional innovations. Take advantage of RPM's wealth of superior quality pre-media, print and color management expertise.
- GROWTH:** RPM helps you utilize the power of customer relationship management (CRM) to grow your loyal customer base. Plus, track your own key metrics with our comprehensive reporting and reveal where further program gains can be made.

Contact RPM today and tell us how your marketing collateral management seems out-of-step with the rest of your business initiatives. Our team will introduce you to specific applications that can make your business healthy again.

Shannon Duffin has managed creative design and marketing for RPM since 2003. She holds a visual communications degree from the University of Kansas. e-Mail Shannon at sduffin@rpm-go.com for more information about RPM's creative services.

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