



## Managed Services with a difference

Whether you're onboarding your first marketing automation platform or looking for an alternative to FTEs, we cover all stages of the customer journey from digital marketing strategy and implementation to customer feedback analysis.

### Outsource Your Marketing Automation and Reporting

Trusted by large corporates and banks, plus many retail clients to deliver marketing campaigns using a combination of established marketing automation platforms and extensive industry knowledge. We can be an on-call extension to your team or an in-office based person to help deliver any aspect of the customer experience from initial concept through to delivery, analysis, and reporting.

Based in Auckland, New Zealand, Touchpoint Group is ISO 27001 certified. We are proud to exceed the industry standard when it comes to the responsibility of protecting your brand and data.

### Support We Offer

- Digital campaign management - using your existing platforms or our own
- Digital marketing creation and delivery management
- Project management - journey planning, automation, and reporting
- Database management - collection, cleansing and segmentation
- Technical support - campaign scoping, strategy planning, quality assurance
- Campaign reporting - analysis and consulting
- Training: we can work with and train your team on best practice relating to email marketing, SMS marketing, NPS and surveys analysis



### The Outcome

This support service is designed to reduce team costs, maximise impact of campaigns and ensure you are getting the most out of your marketing budget and spend.

### The Benefits:

- Support teams who have undertaken a restructure or reprioritised roles and allows existing teams to stay focused on driving business-critical initiatives
- On-call access to experienced and knowledgeable marketers and analysts who specialise in your industry
- Reduced risk, resources, and onboarding issues by utilising industry experts with over 20 years of experience
- Flexibility in solution delivery and access to support roles including developers, campaign managers, designers etc.
- Cost savings for the business by getting the most out of your established platforms
- Customisation and curation of both the service and the platform to best suit your specific business needs



### How Touchpoint Delivers The Service

Our marketing and analytics support service is completely tailored to individual business needs. The service can be offered as a monthly retainer, contract, or hourly rate dependant on resources needed. This service is designed for a huge range of roles, industries and businesses, whether you're an established team, or just starting out we're able to ensure you get only what you need.

### Contact us to learn more

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