



## Managed Services with a difference

Get the most out of your marketing automation platform by engaging with those who know it best – the creators of the platform. We know our clients almost as well as they know themselves, so it makes sense to outsource your automation to those you already trust.

### Outsource Your Digital Marketing

TouchpointMX not only provides you with the best marketing automation tools on the market, but we have a fully managed marketing support service available too.

Based in Auckland, New Zealand, Touchpoint Group is ISO 27001 certified and trusted by large corporates and banks, plus many retail clients, to deliver exceptional digital solutions to drive customer engagement. We can be an on-call extension to your team or an in-office based person to help deliver any aspect of the digital marketing journey from initial concept through to delivery and reporting.

### Support We Offer

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



## Digital Marketing Support with a Difference

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### The Outcome

This support service is designed to reduce team costs, maximise impact of marketing campaigns and ensure you are getting the most out of your marketing budget and spend. Better yet, by utilising TouchpointMX inhouse service we take the precautions to ensure your data is captured, managed, and stored safely.

### 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 a variety of support 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 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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