

# 3 Tips to Ensure Brand Compliance



## WHY IT'S IMPORTANT

Ensuring local sales teams are implementing branded, compliant campaigns can be a challenge for corporate marketing teams. Fortunately, it can be easy. There are simple steps you can take to help make sure local sales channels are representing your brand properly — and legally — to consumers.

1

### COMMUNICATE IMPORTANCE.

- Make sure local teams know what compliance and regulations requirements they are expected to follow.
- Clearly explain why adhering to regulations is critical to the business. Be sure to outline its impact on local business, as well as the impact at the corporate level.

2

### ESTABLISH CLEAR GUIDELINES.

- Create a clear and easy-to-follow process for ensuring local marketing materials are compliant. A marketing resource management (MRM) system can help streamline local marketing initiatives, making it more efficient to implement effective, compliant campaigns across multiple regions.
- Automate the approval process of marketing materials for a quicker turnaround and easier way to track progress.
- An electronic paper trail can also help reduce audit time by demonstrating process and procedure.

3

### THINK DATA, TOO.

- Compliance extends beyond messaging. Make sure data used to distribute marketing materials, such as direct mail and email campaigns, meets regulatory standards.
- Scrub your data. Use an effective data management service that ensures regulations, such as opt-outs and Canada's anti-spam law (CASL), are met.

## BE A RESOURCE FOR LOCAL PARTNERS.

Create strong, two-way relationship with local sales teams. Take advantage of their unique insights, and share the importance of maintaining compliance to get sales channels onboard and engaged with local marketing initiatives.

## DELIVER COMPELLING, COMPLIANT MARKETING MATERIALS ACROSS MULTIPLE REGIONS.

Learn more about how a marketing resource management system can help ensure your brand compliance.

Visit [vyasystems.com](http://vyasystems.com) or call **1-800-426-7921**.