

DATASHEET

Branded Templates

MarVIA



Today, marketing materials must be distributed quickly and on a growing number of channels. Marketers encounter an increasing number of requests, especially when there are several (inter)national offices or partners. How do you relieve your marketers, without weakening your brand identity?

With Marvia's Branded Templates, you enable decentralized teams to create brand materials themselves, without the need of design skills. Convert your creative files such as posters, social media posts and flyers into templates and determine which elements can be adjusted. In this way, everyone from your company and beyond can get started with these materials. With Branded Templates, you publish faster than ever, while retaining your brand identity.

The Benefits of Branded Templates

- **Make everyone a marketer**
With Branded Templates, you enable all (local) teams or partners to create flyers, posters, social media posts or advertisements themselves without needing design skills.
- **Localize easily**
Create templates for a particular market and enable local teams to make the content locally relevant. Moreover, with the help of Store DNA, location data such as address and telephone number can be automatically added to the templates.
- **Guarantee brand coherence**
Because you can fix elements such as logos, fonts and colours yourself, anyone can create marketing materials without losing the brand identity. In addition, you can add approvals to check created content before publishing.
- **Save time and money**
By letting your teams and partners create their own marketing materials, you can save marketers and designers a lot of time. Time will no longer be wasted on repetitive work such as small adjustments that have to be made for different languages, locations or markets.

Key Features

Visual editor

Real-time edit and preview: WYSIWYG

Lock elements

Choose which elements can be changed

Link to DAM

Let users add images from the imagebank to the templates

Approvals

Choose approvers to check templates before publication

Store DNA

Automatically add location data

Print ready

Print ready export with crop marks

Localisation

Multi-language, themes and styles per region/group

Social Media

Connect all (local) social accounts and directly post created content

Integrations

Link with door-to-door distributors, out-of-home, print suppliers and more

Want to know more?

Discover how Marvia's Branded Templates can help your company in creating fast and local on-brand content for all your teams and partners.

Contact us

Request a demo

Discover more at getmarvia.com

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