

UNIFIED MARKETING PLATFORM FOR MARKETING TEAMS



KEMIT GROUP LLC
GLOBALLY CONNECTED – LOCALLY DIRECTED

UNIFIED MARKETING PLATFORM FOR MARKETING TEAMS

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Built for teams of all sizes, Zoho Marketing Plus unifies all your marketing activities on one platform. Engage your audience across multiple channels, increase the ROI of your marketing spend, and optimize your team productivity.



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Marketing isn't just about presenting a single message on a single channel; it's about setting up coordinated marketing efforts across multiple channels to get maximum reach for your brand. That kind of unified messaging requires a unified marketing platform. Drive engagement at every customer touchpoint and manage your unique marketing process confidently with Marketing Plus.

The screenshot displays the Marketing Plus dashboard for a project titled "Travel Planner Mobile App Launch". The interface includes a sidebar with navigation options like Brand Studio, Campaigns, Social, Marketing Automation, Survey, PageSense, Webinar, Backstage, Analytics, and Recent Items. The main content area shows a timeline with three key events: "Started the Project - Travel Planner Mobile App Launch" on March 16, 2022, "Email Campaign - Premium Customers - Travel Planner Early Access Invite" on March 17, 2022, and "Early Access Feedback - Travel Planner" on March 17, 2022. A table on the right lists activities with counts for LAUNCHED, SCHEDULED, and PENDING items. A pending tasks summary shows 16 out of 19 tasks, with 6 open, 6 in progress, and 4 on hold.

| Activities | LAUNCHED | SCHEDULED | PENDING |
|-----------------|----------|-----------|---------|
| Email Campaigns | 6 | 4 | 2 |
| Social Posts | 3 | 2 | 1 |
| Surveys | 5 | 3 | 1 |
| Events | 7 | 4 | 3 |
| Blogs | 5 | 1 | 4 |
| TV Ads | 9 | 3 | 6 |
| A/B Test | 4 | 1 | 3 |

| Pending Tasks | |
|---------------|--------------------------------------|
| 16 out of 19 | 6 Open 6 In Progress 4 On hold |

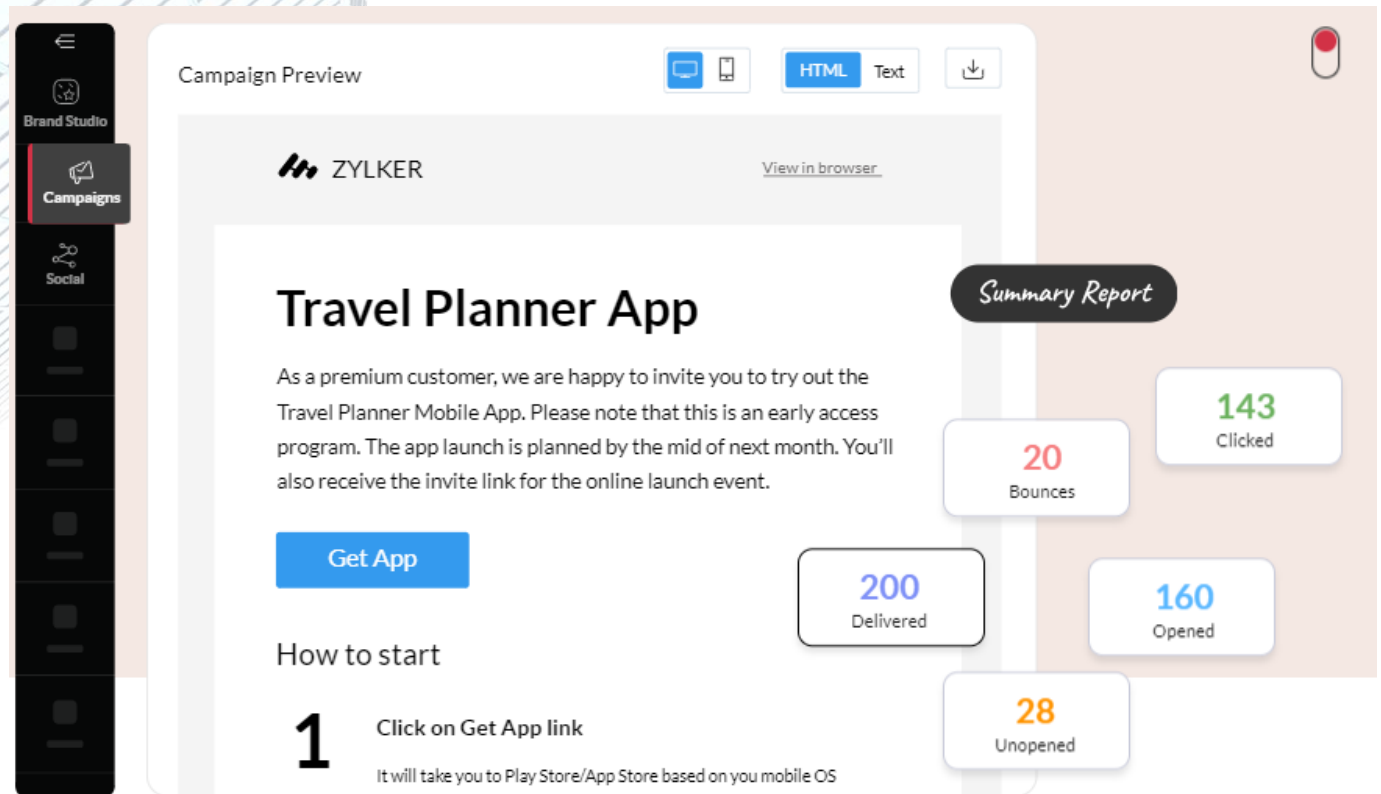
Keep Your Team Aligned

Modern, high-impact marketing campaigns require coordinated team efforts, as you simultaneously manage multiple channels, different messaging, marketing collateral, industry reviews, and more. Marketing Plus brings your team together, by giving the right access to the right marketer, enabling teams to collaborate seamlessly.

The screenshot shows the "Add User" form in Marketing Plus. It includes a field for "EMAIL ADDRESS*" with the value "amelia@zylker.com". There is a checkbox for "Make this user an Administrator". Below this, there is a section for "ALL BRANDS" and "SELECTED BRANDS (2)". The "SELECTED BRANDS" section shows "Zylker Car Care" with a "Brand Role" of "Brand Marketer" and a list of "ENABLED MODULES" including Campaigns, Social, Survey, PageSense, Web, Marketing Projects, and Brand Folder. A "View Permissions" link is also visible.

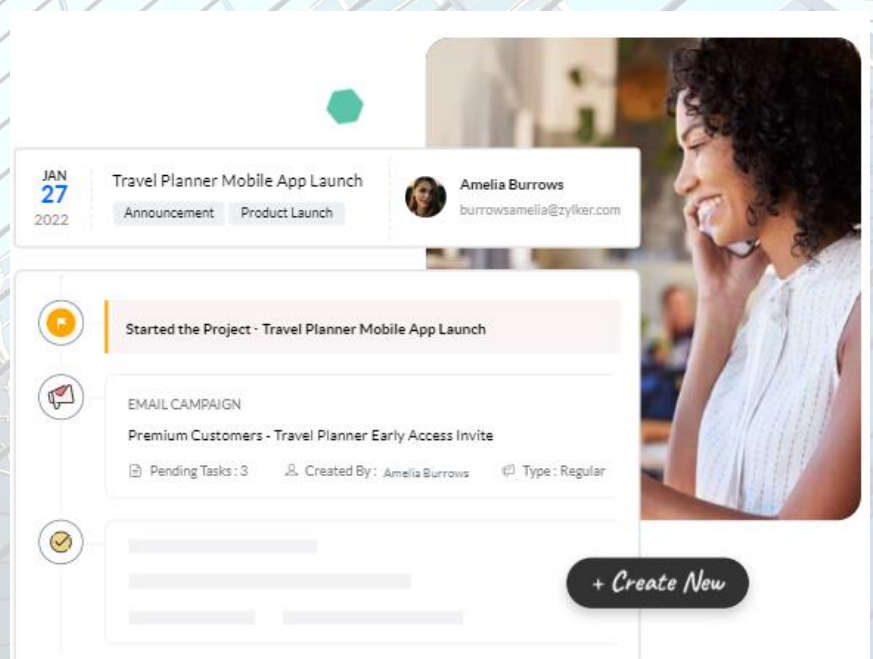
Optimize Your Multichannel Marketing

Spread your message across every channel your customers are on. With support for emails, SMS, webinars, events, surveys, social media, and presentations, your marketing team can plan and execute any type of campaign they want, all from within a single powerful marketing platform.



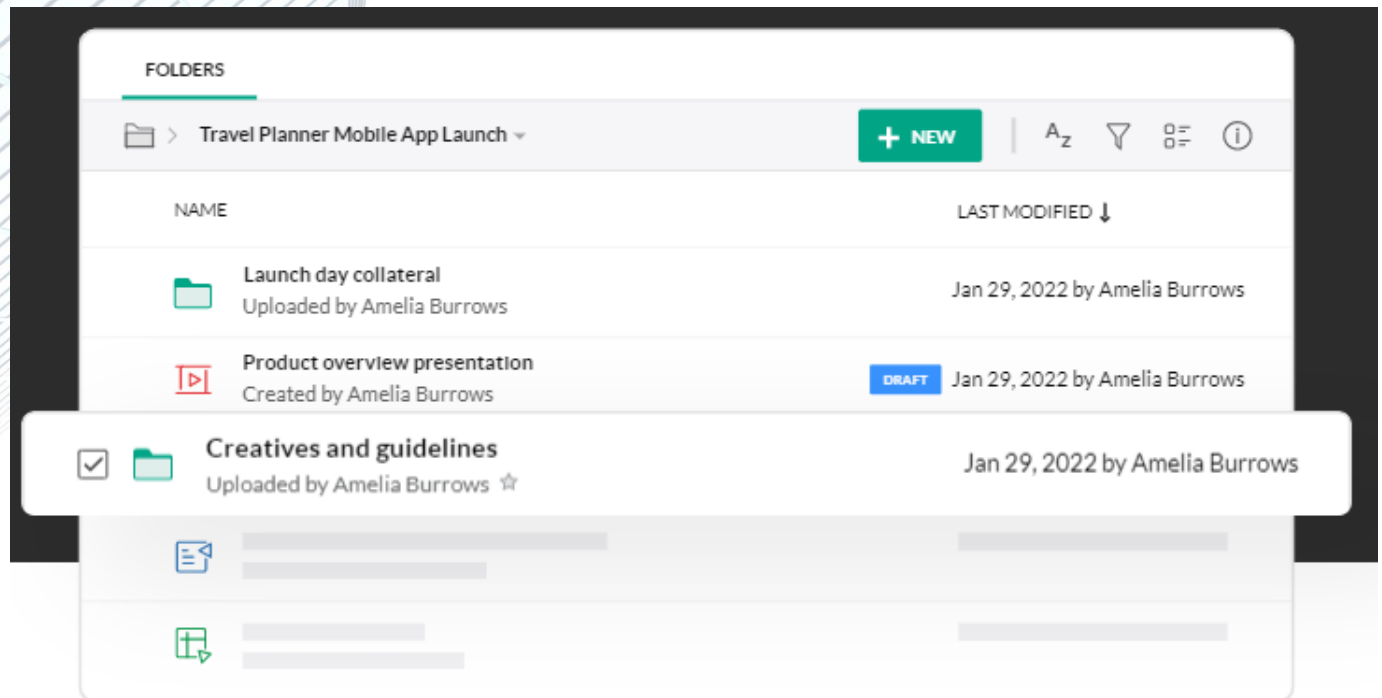
Manage Your Next Campaign More Effectively

Ensure your next marketing campaign is a big success. Designed to make handling multiple marketing campaigns easier and more effective, Marketing Plus helps you oversee your campaigns from planning to execution. Create activities, assign task ownership, track progress, and collaborate with your team in real time.



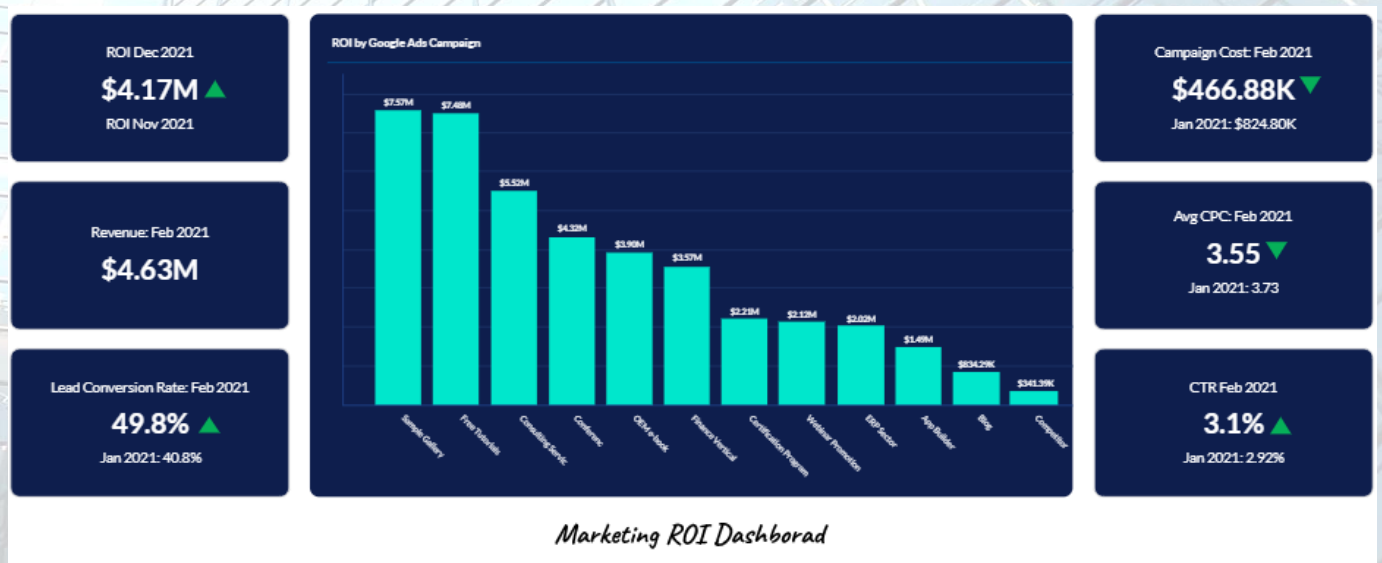
Store And Share Your Marketing Assets

Marketing Plus offers centralized file management designed for team collaboration. Store all of your marketing assets—such as presentations, documents, pricing sheets, whitepapers and PDFs—in one place so your team has immediate access to the assets they need to plan and launch your next big campaign.



Measure Your Marketing With Powerful Insights

Learn from every campaign by combining data from across your marketing operations. With the powerful analytics built into Marketing Plus, you can see at a glance which channels, campaigns, and messaging have the biggest impact.



Automate Your Marketing Operations

Build custom multichannel marketing journeys to engage every lead and customer.

Automatically present each customer with specific campaign content based on key behaviors and preferences, such as which channels they're on, what they're interested in, and how they've engaged with you.

