

Simple Admation helped Bendigo and Adelaide Bank Streamline its Marketing Processes

Bendigo and Adelaide Bank is one of Australia's biggest banks with over 7,000 employees. It serves over 1.9 million customers by providing a range of banking and investment products.

The bank's vision is to become Australia's bank of choice, and it focuses on exceeding its customers' expectations and delivering stellar customer experiences.

Understandably, to communicate this vision to its customers and reach its goals, Bendigo and Adelaide Bank makes use of extensive marketing campaigns and strategies. In the process, it encountered several challenges that impeded its ability to reach its customers effectively.

Admation's resource management features enable marketing teams to manage their marketing resources more effectively. As such, they can free up team members to work on more pressing tasks and make the team, as a whole, more productive.



Bendigo and Adelaide Bank's Marketing Challenges

Prior to finding Simple Admation, Bendigo and Adelaide Bank mainly used paper-based tools and processes to manage its marketing projects and approval workflows. This came with numerous challenges, including the marketing team not having adequate visibility over their projects, tasks and processes.

In an initial attempt to overcome these challenges, the marketing team introduced a shared spreadsheet where the team could brief new projects and see the status of any jobs in progress. While this provided some more visibility, this approach also had significant drawbacks. For example, the spreadsheet provided no collaboration features, which meant that approvals still needed to be done through email.

Also, collating feedback and approvals from the spreadsheet was cumbersome and time-intensive and staff working remotely did not have reliable access to the spreadsheet. These challenges became even more of a problem as the marketing team grew and the workload increased.

Simple's Marketing Solution

As a result of these challenges, Bendigo and Adelaide Bank searched for a software solution that could help them manage their marketing projects. The two must-have requirements were that the solution be able to streamline the marketing team's approval workflows and that the solution offered integrated resource management and digital asset management features.

A small working group from the marketing team investigated several options, but found that most were either standalone solutions or had features that didn't meet the team's needs. Ultimately, the group found that Simple Admation, offered the best integrated solution that had all the features they needed.

Some of these features include:

- Asset management that simplifies the process of securely storing assets in and tracking them from a central location.
- Automatic audit trails that provide full details about every approval.
- Reporting that gives marketing deeper insights into their projects and processes.
- Online proofing that allows stakeholders to mark up assets online and eliminates the use of emails and spreadsheets to manage reviews, feedback, and approvals.

Benefits

Since Bendigo and Adelaide Bank has implemented Admation, it enjoys several benefits and has seen several improvements in its marketing processes. For example, Admation resource management features give managers and department heads greater visibility over their marketing resources, which allows them to plan and allocate work more effectively.

In addition, Admation gave marketing teams increased visibility over their approval workflows, with the result that they always knew where marketing assets and content were in the process without needing to search through vast amounts of emails. And, because of Admation's extensive collaboration features, the marketing team was also able to significantly reduce artwork revisions, enabling cost savings and improving speed to market.

Admation provides online proofing tools that allow both marketing teams and external stakeholders to mark up artwork and assets online. This eliminates the use of tools like email and spreadsheets, which are slow and inefficient.

Admation's marketing project management platform is a cloud-based solution that makes marketing teams more efficient, no matter where their team members are located. This is an especially helpful feature considering that remote working is becoming increasingly popular.