

How Simple Helped NIB Solve its Marketing Challenges

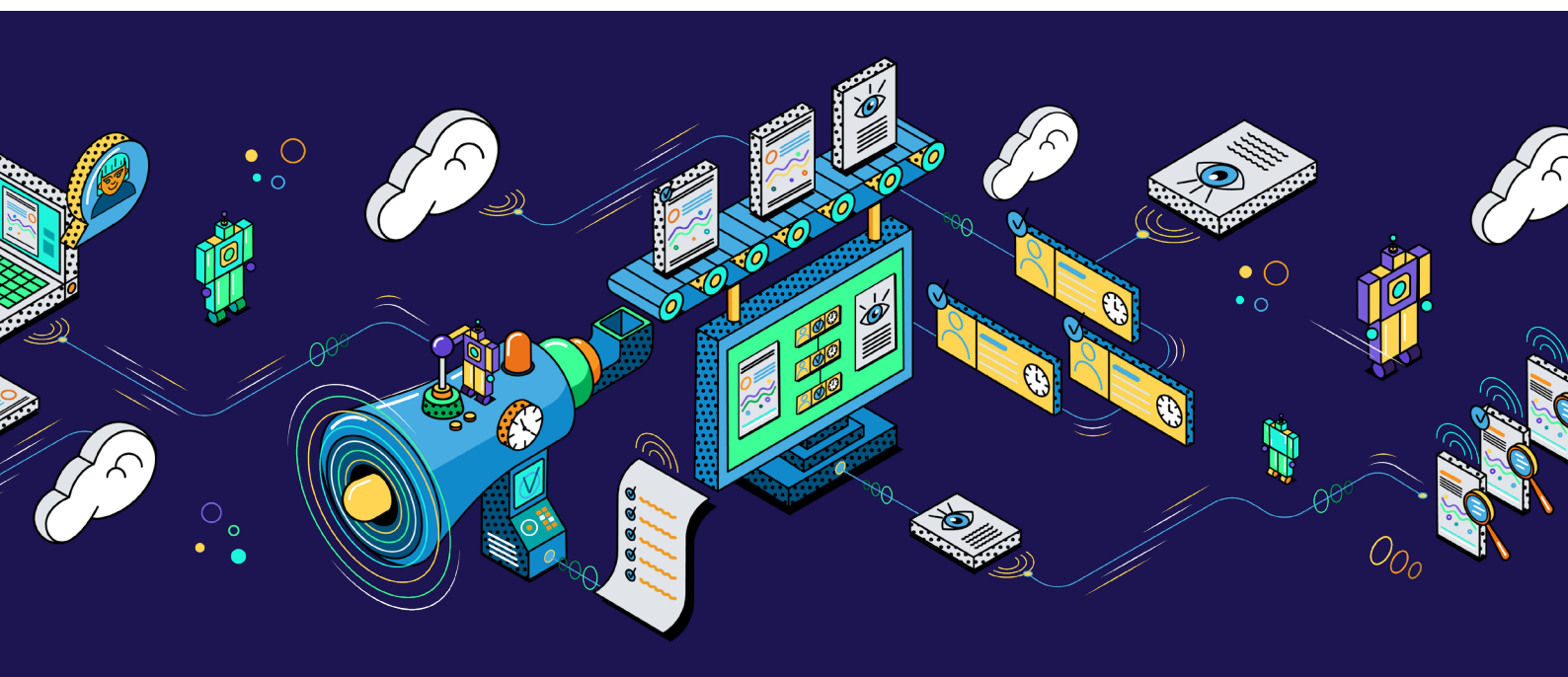
NIB is an Australian health insurer that provides health and medical insurance to more than 1.4 million Australian and New Zealand residents. In addition, the company also provides health insurance to over 190,000 international students and workers in Australia.

Health insurance is a unique industry that, by implication, requires a unique approach to

marketing. And this approach typically relies on content-based marketing. Inevitably, and especially in the healthcare industry, this means that the review and approval process and compliance are critical.

This is also where NIB experienced the most marketing challenges.

Admation provides organisations with a checklist feature they can use to ensure that all necessary steps have been taken during the review and approval process. In this way, they have peace of mind knowing that all feedback has been incorporated into the final product.



NIB's Marketing Challenges

Because NIB's marketing team extensively relied on content-based marketing to reach its audience, they used email to manage their feedback and approvals. This resulted in several marketing challenges including email inbox clutter, unclear feedback and approvals, and difficulty in locating old marketing content files.

For this reason, NIB sought a solution that could help it eliminate these challenges, streamline its marketing processes and make its marketing more efficient and effective.

Simple's Marketing Solution

When NIB searched for a solution, it looked for a single, comprehensive tool that could provide approval workflow management features that would give all the marketing team and other key stakeholders greater transparency across their content approval process.

The must have features included customised approval checklists that would simplify the process and ensure that legal requirements are met before content or assets are approved and go to market. It also required a tool that creates an automatic audit trail to track and monitor all marketing work, and digital asset management storage features that would make it easier to find and repurpose old work.

Simple Admation has all these features and more, which all serve to make marketing processes more efficient. It's for this reason that NIB chose Admation as its marketing solution.

Benefits

Using Admation as their marketing project management solution facilitates several benefits. For example, customised approval workflows allow NIB to streamline its approval processes and make it easier for all stakeholders to see where collateral is in the process, what needs to be reviewed, and what needs to be approved.

And once approved, the automatic audit trail created by Admation makes it easier for the marketing team, the legal department, and managers to see all project feedback, change requests and information. This results in simplified compliance processes and reduces the risk of any marketing compliance issues.

Apart from these benefits, Admation's asset storage features have also been invaluable. This is simply because the ability to store, search for, and access assets quickly and easily saves time when these assets need to be re-purposed. And while all these benefits make NIB's processes more efficient, Admation's reporting features give the team the insights they need to make further improvements.

When organisations encounter any issues with live marketing content, Admation's automatic audit trail functionality makes it easier for them to see all the feedback and information related to a project. This, in turn, makes it easier to sort out these issues quicker.

Admation's extensive reporting functionality gives marketing teams deeper insights into their marketing processes and approval workflows. As such, they can easily see where bottlenecks occur that slow the process down and implement the necessary measures to eliminate these bottlenecks and make their processes more efficient.