

[YOUR]

# Virtual MARKETING ASSISTANT

Click and consider it done.



# Consider it done!



**THE VIRTUAL MARKETING ASSISTANT (VMA)**  
from Westamerica is your one-click portal access  
to all things marketing.

## Why

### A VIRTUAL MARKETING ASSISTANT?

The marketing and communication landscape is rapidly changing. Effective managers need a flexible, integrated, all-in-one solution that can move as fast as the market. The Virtual Marketing Assistant (VMA) from Westamerica is your one-click portal access to all things marketing.

#### A Dependable Member of Your Team

With full employment it's harder to find personnel for many positions. That means we have to do more with fewer people. The VMA increases your productivity and helps you get things done.

The VMA is the most comprehensive marketing management system of its kind and is built entirely around YOUR needs.



### Your VMA Handles Many Simple Marketing Tasks

You can streamline many of the routine and simple tasks that take you away from bigger opportunity projects. Clients using VMA claim they save a minimum of 120 hours annually!

#### With your VMA you can:

- Design and print promotional materials
- Access pre-created micro-marketing campaigns
- Implement local event marketing
- Manage premiums and incentives
- Curate corporate brand assets
- Develop turnkey programs for outside development teams
- Provide reports of your activity for project recaps

**All activity is managed from your desktop!**

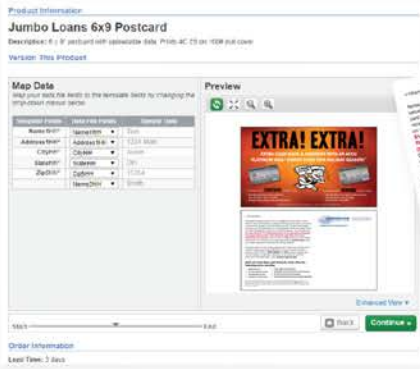




# How | VMA IS BEING USED TODAY

## Micromarketing Campaigns – Aerospace Federal Credit Union

Aerospace Credit Union preloads monthly marketing templates right into their VMA. Then each month they download files from their MCIF and upload directly into their VMA. The result is individually addressed and customized marketing postcards featuring special rates.



### Explore the Benefits of Free AFCU Checking



## Outbound Personalized Staff Announcements – Redwood Credit Union

Redwood Credit Union's Investment Team uses the VMA to order and distribute their individual Bio cards and send out 59½ year birthday cards to their members. The birthday cards provide appointment opportunities for retirement planning.



## Local Event and Outreach Support – Chevron Credit Union

Chevron uses their VMA to make their selection of local marketing materials available for local events for their regional marketing team. All materials necessary for a successful event can be ordered, customized, and shipped directly to the location.



## Brand Office Supply and Marketing Resource Control – Beacon Pointe Advisers

Beacon Pointe Investment Advisers use their VMA to provide access to stationery and marketing materials throughout their 15 branch locations. Users can create and order materials directly against their assigned budgets.



## Centralized Ordering for Marketing Collateral – First City Credit Union

First City Credit Union maintains a digital inventory of their corporate items to eliminate the need for a central person responsible for coordination. The benefit is greater visibility of expenses and faster turn time from order to receipt as branches place print-on-demand orders directly from their offices.



## Premiums and Incentive Management – Traffic Management, Inc. (TMI)

With the VMA, you can establish budgets for branch giveaways and promotional items. TMI uses it to track individual branch usage in the handy budget reporting tool. This allows everyone to know when the items were ordered, by whom and how much was spent. Inventory can be replenished automatically so you are never out of stock.



**CONTACT US TODAY!**



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