

FOR IMMEDIATE RELEASE

CONTACT:  
Distribion, Inc.  
877.730.6860  
debh@distribion.com

## **Distributed Marketing Offers Crucial Planning Component for Modern Day Financial Organizations**

*Distribion® to showcase its distributed marketing platform during the LIMRA annual conference and highlight the vital role it plays in the success of financial marketers*

DALLAS, T.X. (Feb. 10, 2011) —[Distribion](#), a principal provider of web-based, distributed marketing services, will address financial planners, investment bankers and long-term insurance providers later this month during the LIMRA annual conference regarding its role in helping organizations establish a centralized system for marketing planning and maintaining corporate compliance on all levels. The **Distribion Distributed Marketing Platform™**, also referred to as the DMP, is the solution that many industry leaders are embracing in order to leverage marketing, implement a centralized control and enable sales forces to safely and securely market to and communicate with customers.

According to the marketing director for one of the nations leading providers of annuities and financial planning services, “A distributed marketing system is something a globally recognized company cannot function without. It streamlines processes, leverages suppliers, maintains corporate brand and compliance standards, and utilizes robust on-demand direct marketing strategies while at the same time implementing tracking mechanisms that are necessary for survival in today’s growing and dynamic marketplace.”

Earlier this year, Distribion began to research and witness similar challenges among many top financial providers where multiple entities work together under one corporate umbrella. Some of these challenges included fragmented messages released into local markets, inappropriate use of corporate trademarks and marketing conducted without accountability.

Distribion will exhibit its distributed marketing platform during the much-anticipated LIMRA event as a distinct solution to these challenges. While this platform can be used among various industries to help control and leverage marketing channels, it becomes critical in the financial planning industry where regulatory controls are in place at the government level. With approved corporate collateral, graphics and written content, branding across all levels stays accurate and consistent. In addition, a tracking mechanism is incorporated so that marketing dollars can be effectively spent based on historical data, industry reports and tangible ROIs among other agents.

According to Edgar Rodriguez, Executive Vice President for Distribion, “Under one centralized, permission-based platform, marketing campaigns and sales initiatives can be implemented through leveraged suppliers associated with email, direct mail, micro-sites, on-demand print and social media. We have seen large organizations improve marketing efficiency by up to 40%. This proves in and of itself that there is a direct need for our product and the solution it offers providers.”

LIMRA is a primary industry resource over 850 financial service companies. Its 2011 annual conference will take place February 23-25 in Orlando Florida. For more information about Distribion, visit <http://distribion.com> or call 877.730.6860.

###

## About Distribion

Distribion ([www.distribion.com](http://www.distribion.com)) is a leading provider of SaaS tools that deliver streamlined, centralized marketing communications and campaign management for distributed marketing organizations, franchise operations, and field marketing. The **Distribion Distributed Marketing Platform™** insures brand and regulatory compliance with rules-based permissions that allow local agents to customize company sales messages for on-demand sales efforts.

More than 100 global companies, with over 100,000 users, are using the **Distribion Distributed Marketing Platform** to produce, deploy, and track sales enablement programs. For more information about Distribion products and services, visit the [website](#) or get a close look at the system's ease of use on our [YouTube Channel](#).

###