







# MARKETING DEPT APPS: MOBILE APP IDEAS TO KEEP BUSINESS MOVING



## MOBILE APPS YOU COULD BUILD TO HELP MARKETING RUN FASTER

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**Marketing Collateral App**  
 Access, share, and collaborate around all of your marketing content in one place; bring third parties and agencies into the conversation in secure private groups.
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**Ad Scheduling App**  
 Find all your campaigns in one place with details just a screen away. Plan, track, and manage your campaigns directly from your mobile device.
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**Projects App**  
 Manage key projects and campaigns such as go-to-market or launch events right from your phone so you never miss a milestone.
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**Production Scheduling App**  
 Appoint and track producers, directors, designers as needed, in seconds. Keep tabs on who's available and who's not.
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**Channel Management App**  
 Increase indirect revenue and manage distribution partners more effectively.
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**Ad Inventory App**  
 Provide reps with easy access to available ad inventory so they can see what's changed—even during lunch.

### SPOTLIGHT APP: BROWN FORMAN



Brown Forman built an app to share content and collateral across their different brands. Employees can customize views to see relevant product and promo updates.

ACCORDING TO IDC,\* THE SALESFORCE1 PLATFORM DELIVERS:

**80%** More apps developed

**70%** Faster app development

**520% ROI**

See the IDC white paper >

\* IDC white paper, sponsored by Salesforce, "Salesforce1 Platform: Accelerate App Dev with Huge ROI," February 2014.

## NEXT STEPS



Watch the Salesforce1 Platform Demo >



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