

Adobe® Acrobat® 7.0

Tame Your Marketing Workflow with Adobe Acrobat

Whether you're in product marketing, public relations, brand development or corporate communications, with Adobe Acrobat 7.0 software your programs will benefit from dead-on messaging, greater control, smooth and timely execution, and stronger, more targeted results.

Enter the eye of the storm

Talk about being inside the tornado—successful marketing organizations are at the nexus of tremendous, swirling forces. Just think of everything you need to balance while shaping your message.

You need to sift through and utilize a variety of content sources. You need to consider all the appropriate input and receive the necessary approvals. And, of course, you need to make certain your brilliant ideas aren't shared until the time is right and the methods are ready.

Adobe® Acrobat® 7.0 software helps streamline these and many other creative processes. Whether you're in product marketing, public relations, brand development or corporate communications, with Adobe Acrobat 7.0 your programs will benefit from dead-on messaging, greater control, smooth and timely execution, and stronger, more targeted results.

Marketing professionals use Adobe Acrobat 7.0 to:

- Collect, organize and manage feedback from extended teams—colleagues, clients, consultants, agencies and so on.
- Combine information from different applications into one searchable Adobe PDF document.
- Collaborate using a variety of commenting tools and online interaction.
- Automatically control document access and distribution.

A good marketing assistant can make all the difference

Corporate marketing departments are awash in product plans, project schedules, collateral design mock-ups and all the information that supports marketing functions—from the daily and tactical to the long-range and strategic. Your task is to somehow synthesize and repurpose this information, even though it typically resides in multiple-file formats—some of which may require special software before it can even be viewed.

New documents, particularly those in draft form, require protection from inappropriate viewing and revision. Team communications and decision-making, because they often involve content experts and reviewers operating

from dispersed locations, are largely restricted to online forums or conference calls. And with so many parties involved in marketing strategy and execution, tracking versions of collateral and internal-only documents and cataloguing everyone's comments for easy comparison can become a logistical nightmare.

Finally, your audience, both internal and external, must be treated to a little bit of splash so you get their attention and with a lot of respect, so you don't lose it.

Now the questions come into focus.

How can you ensure everyone in your extended work group is on the same page? What will it take to consistently broadcast brand identity and maintain corporate style guidelines? Is it possible to secure review documents from being altered or shared inappropriately? How do you get your message out—quickly, professionally, broadly, powerfully?

Adobe Acrobat 7.0 software enables corporate marketing organizations to handle multiple projects simultaneously, through multiple revisions and still manage to generate high quality work on tight deadlines—again and again.

Make the most of what you already have

Developing marketing materials with the right messaging and right look is as much art as science. And that sums up the appeal of Adobe Acrobat 7.0. To create collateral in support of a product launch, for example, you can canvass your archives and other departments' sources to gather the raw material you need—no matter what format it is, or what application created it. Combine these elements into a single Adobe PDF file with a click of a button. You can print, extract or delete the individual documents and then send it to your in-house or outside creative agency for serious design work.

The designer can extract the text and graphics, create a draft brochure in their favorite design program, output a new Adobe PDF file and email it back to you—confident that fonts, images and formatting will remain 100-percent intact. You can easily grab text, tables, measurements and embedded objects to use for other applications. And putting it in front of your audience is as simple as sending an email.

Provide the right home for all your documents

Strategic plans, project schedules, budgets, brochure designs—there are a lot of pieces to a successful marketing campaign. And they

can all coexist peacefully inside one Adobe PDF document.

Instead of switching between applications and searching your local or network file directory, every document you need is right at your fingertips. No need for specialized software to view the files. You can identify each page in your new file as part of a particular marketing program by adding headers, footers and watermarks. And arrange the pages in any order you want to present information accurately and effectively.

Tighten your review and approval loops

Most marketing initiatives require wide input. Product marketing plans are reviewed extensively, for example, and strategic initiatives such as developing product messaging can involve departments as diverse as engineering and legal.

With Adobe Acrobat 7.0 Professional, you can enable the recipients you choose to easily add notes and comments, without changing the original document; they don't even need Acrobat to do so—the free Adobe Reader® 7.0.7 handles these responsibilities just as well. If you want to give the team greater context for offering their input, attach source documents such as spreadsheets, multimedia files, images and drawings. Then effectively collect and easily sort the

PULLING IT ALL TOGETHER: A CASE STUDY

When a leading pharmaceutical company wanted to speed review and approval of marketing documents for new treatments, it turned to a solution based on Adobe Acrobat and Adobe PDF. Specifically, the company chose SmartPath, Inc.'s Marketing Management Software (MMS), a suite of software tools that leverages Adobe Acrobat to streamline document creation, review, distribution and tracking. As document-creation schedules and budgets have tightened, administrative costs went down by 30 percent, saving the company more than one million dollars, annually.

The company now tracks program and collateral development against time and budgets. Marketing team members know who is reviewing materials, the comments received and steps needed to approve projects. They can instantly see when a project is falling behind and whether funds from other programs should be reallocated to account for overruns.

The company's documents, once stored in various locations and file formats, are now converted to Adobe PDF and placed in a repository instantly accessible to employees and consultants for real-time electronic collaboration via a secure extranet. Staff use Acrobat commenting tools to mark up and track documents in review. Once documents are finalized, they enter and save printing specifications and deadlines inside Adobe PDF forms. Printers can then access the finished collateral and accompanying printing guidelines, as well as update contact information, delivery schedules and costs.

comments, choosing the ones to build into a new document version.

Protect your competitive advantage

Marketing departments, perhaps more than many other corporate groups rely on accurate, consistent and often privileged information to gain their company a competitive advantage. The information could be, for example, research that identifies customers willing to invest in a technology that your company, as well as several competitors, are capable of producing. If this information is inappropriately altered, or shared with the “wrong” people outside, or even inside, your organization, a crucial opportunity may be lost.

Adobe Acrobat 7.0 software enables you to add access control to help protect documents inside and outside the firewall, online and off-line. You can use password protection so documents can be opened only by those who know the key. You can control permissions that restrict whether Adobe PDF documents can be printed, copied or changed. And you can sign electronic documents, using digital signatures.

Now that you’ve read about it, why not try Acrobat 7.0 Professional?

We’ve explained how valuable Acrobat 7.0 is to marketing professionals everywhere. Now it’s up to you to try it. [Sign up for a free 30-day tryout](#) and we’ll provide tips and resources to make your trial as productive as possible.