



MCA Marketing Materials

Overview

PCS understands the cost, headache and hassle of developing a marketing message and materials for new products and services. Let PCS help your utility build a marketing campaign to announce Mobile Customer Access (MCA). Our MCA marketing templates are more than a starting point; they can be the foundation for the utility marketing campaign.

These marketing templates include high resolution photos and artwork, colorful themes, and wording specific to your utility. Within a short period of time the utility logos, tailoring of graphics, colors and any customization of the message can be incorporated. This allows the utility to be ready to go to market within days versus spending time on building marketing materials from scratch.

The MCA marketing materials can be tailored by the utility staff or at your request, PCS is willing and capable to assist with making any changes necessary. The result is a quick turnaround to build your marketing materials. Once the final touches have been completed, you are ready to print in-house or send the material to a professional printer.



Key Benefits:

- Quickly develop a marketing theme
- Save time and money by using prebuilt marketing materials
- Various themes to fit the utility marketing message
- Pick and Choose theme, colors, text and graphics
- Easily Customizable
- Print at your office or outsource to a printer
- Reduce startup time and quickly communicate to customer.

Samples available upon request.

For more information, contact your PCS Business Developer or Support Team member.

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Marketing Materials included are:

- Full Page Flyer
- Bill Stuffers
- Newspaper Ad
- Webpage Layout Suggestions
- News Releases
- PowerPoint Presentation

