



Using Aspose.Word with Our Web Application  
Jim Sagar, January 28, 2009

## Product Background / Overview

Our Consulting M.O. product at [www.ConsultingMO.com](http://www.ConsultingMO.com) delivers tools, documents and content for marketing, sales and strategy consultants. From the client area of our website, customers use our web-based software to create plans, manage client projects, store files, and access hundreds of best practices in 29 business subjects.

Our license gives our clients the rights to use and re-use our best practices to deliver services under their own brand.

## Requirements Scenario

In our current v2.0 of our product, our users download MS Word document templates directly from our server. They then modify the documents on their desktop, customizing the content, fonts and graphics.

For our v3.0, we will automate some of this customization to shorten the length of time our consultants spend preparing documents for client work. Our requirements include:

Allowing users to upload their company logo to the application;

Allowing users to change the fonts of the document download at the application level, instead of on each individual document; and

Inserting the user's logo into each Word document s/he downloads from our server.

## Solution Implementation

Aspose delivers all of this functionality. Instead of building it from scratch, we're able to install Aspose.Word in our application to handle these tasks for our v3.0.

## Benefits

Aspose.Word saved us development time. And, the support gives us comfort that our developer will have assistance to fix any issues that may arise.

## Future Implementations

None.

## Conclusion

Aspose.Word has worked as expected, and we're pleased we found it!

## One of our 29 best practices download pages in the client area:

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### Best practices: Marketing Campaigns

In many B2B companies, a sales team is the primary method for reaching out to the market. Salespeople call prospects and customers, but they can only do so much in a day. Marketing campaigns can dramatically increase your reach.

**A marketing campaign is a series of touches** with your market to communicate a key message. The key word is "series" since it usually takes multiple touches for your audience to recognize your message and respond.

Your campaigns can include many different media:

- ▶ Email, search, banners and other online marketing
- ▶ Publicity
- ▶ Direct mail
- ▶ Telemarketing
- ▶ Trade shows and events
- ▶ Print, radio and other "traditional" media ... [\[continued\]](#)

To jump to a different subject, click any box.

**Marketing Campaigns**

Competitive Positioning  
Brand Strategy  
Marketing Plan & Budget  
Sales Literature & Tools  
Webinars  
Email Marketing  
Trade Shows & Events  
Outdoor Advertising  
Search Marketing  
Publicity  
Direct Mail  
Telemarketing  
Customer Relationship Management  
Pricing  
Rules Process  
Corporate Identity  
Naming  
Customer Retention  
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### Downloadable Marketing M.O. best practices

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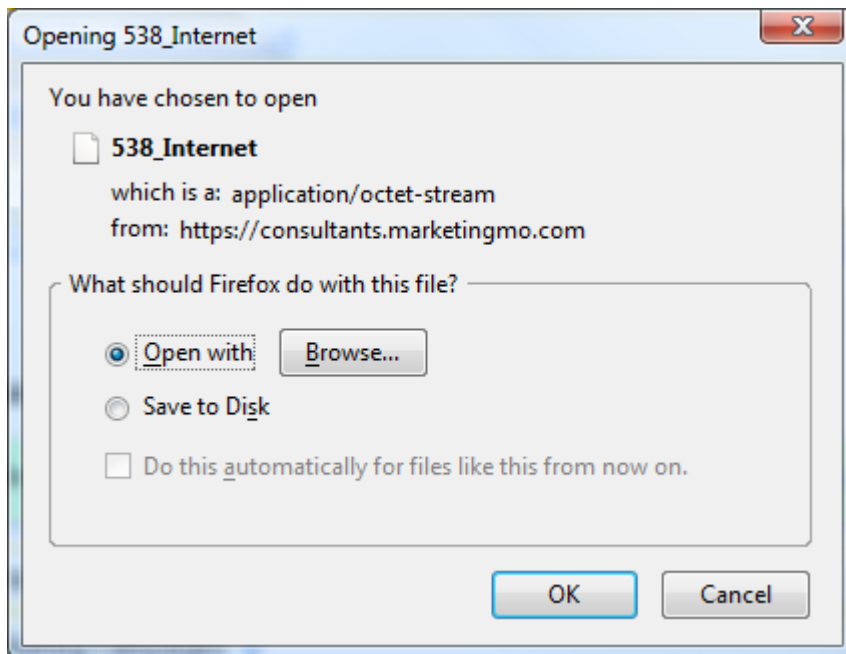
|  |     |                                |   |                          |
|--|-----|--------------------------------|---|--------------------------|
|  | 531 | Develop Campaign Strategies ⓘ  | Helps you identify potential campaigns for your specific business goals | <a href="#">Download</a> |
|  | 538 | Internet Marketing Campaigns ⓘ |   | <a href="#">Download</a> |
|  | 530 | Quantify Your Goals ⓘ          |   | <a href="#">Download</a> |
|  | 532 | Focus Your Message & Offer ⓘ   |   | <a href="#">Download</a> |
|  | 533 | Campaign Budget & Metrics ⓘ    |   | <a href="#">Download</a> |
|  | 535 | Fulfillment Plan ⓘ             |   | <a href="#">Download</a> |
|  | 534 | Improve Your Campaigns ⓘ       |   | <a href="#">Download</a> |
|  | 537 | Campaign Spreadsheet.xls ⓘ     |   | <a href="#">Download</a> |

### Articles and links

Looking for more resources on this topic? Check out our [articles area](#).

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## Downloading the Word document:



Here's the document modified by Aspose.Word during the download. It has inserted the logo in the title, changed the font and changed the color of the tables.

20\_Audit Your Current Brand\_Logo\_And\_Color\_Changed - Microsoft Word

File Edit View Insert Format Tools Table Window Help WebEx


Type a question for help

Final Showing Markup Show

MO Exercise Title Georgia 22 B I U

Go to Office Live Open Save

1 2 3 4 5 6 7



## Audit Your Current Brand

**Your brand is the entire experience your prospects and customers have with your company. It's what you stand for, a promise you make, and the personality you convey.** And while it includes your logo, color palette and slogan, those are only creative elements that convey your brand. Instead, your brand lives in every day-to-day interaction you have with your market:

- ▶ **The images** you convey
- ▶ **The messages** you deliver on your website, proposals and sales materials
- ▶ **The way your employees interact** with customers
- ▶ **A customer's opinion** of you versus your competition

Have you ever audited your brand? If you're not sure whether you're communicating it effectively and consistently, this exercise can help you match your goals to what the market sees, hears and experiences.

Start by answering these questions about your brand strategy. If you're not sure how to answer certain questions, go ahead and skip them – you'll learn to define them in other exercises in this section.

**BRAND STRATEGY**

**What is our value proposition?**

|                                    |  |
|------------------------------------|--|
| <b>PRIMARY VALUE PROPOSITION</b>   |  |
| <b>SECONDARY VALUE PROPOSITION</b> |  |

**What are the most powerful emotional benefits we deliver to our customers?**

**What are the three things our brand should mean to our customers?**

|   |  |
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