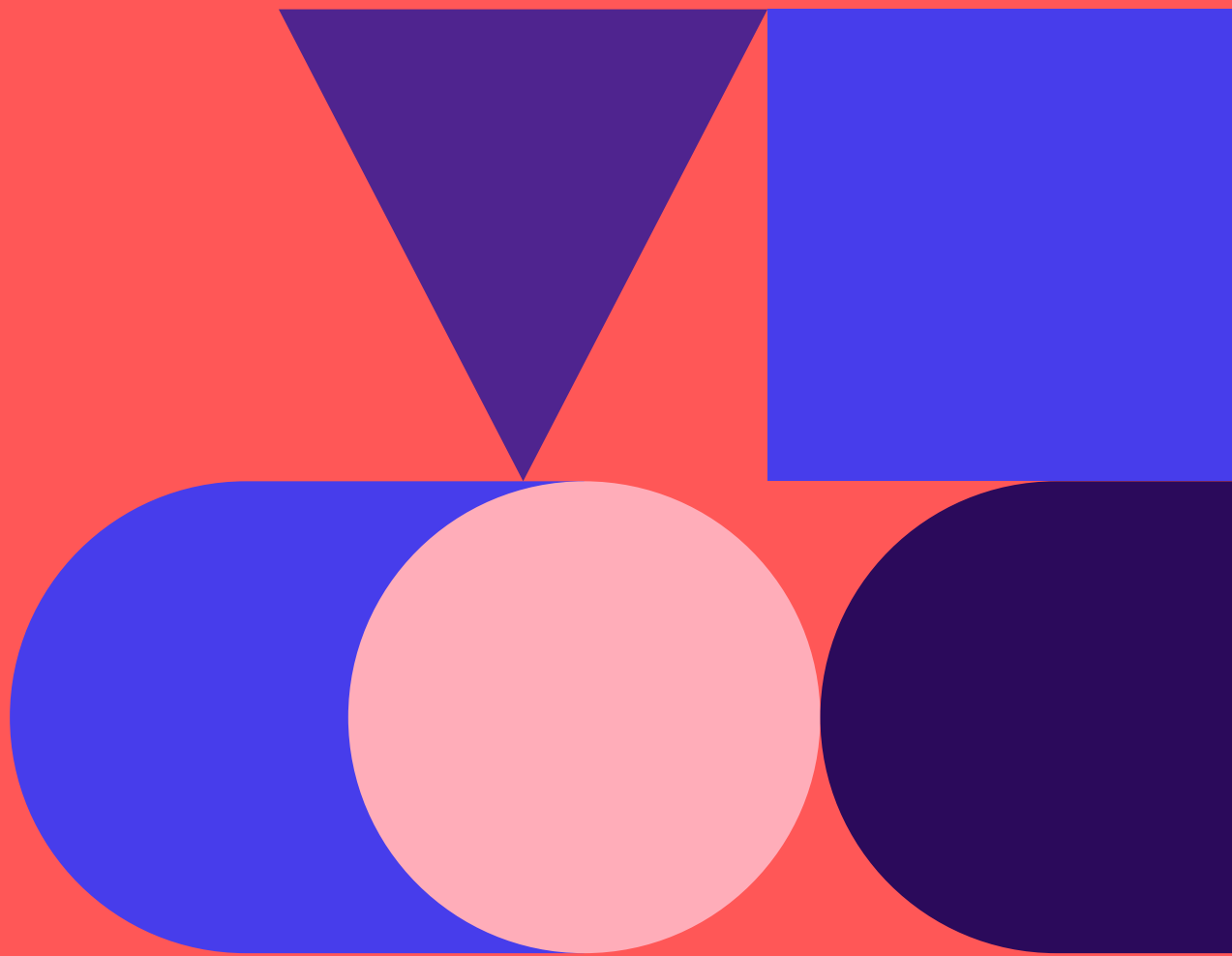# Cost reduction checklist for retail marketers

Papirfly

Retail marketing is a strategically important part of the operations of any successful retail chain because success or failure can mean the difference between winning or losing significant market shares.

But as profit margins are low in retail compared to other business sectors and retail marketing production can also be expensive, cost optimisation should always be a priority for retail marketeers.

We've put together a few tips to help you reduce your costs, so you can get more done without exceeding your budget.
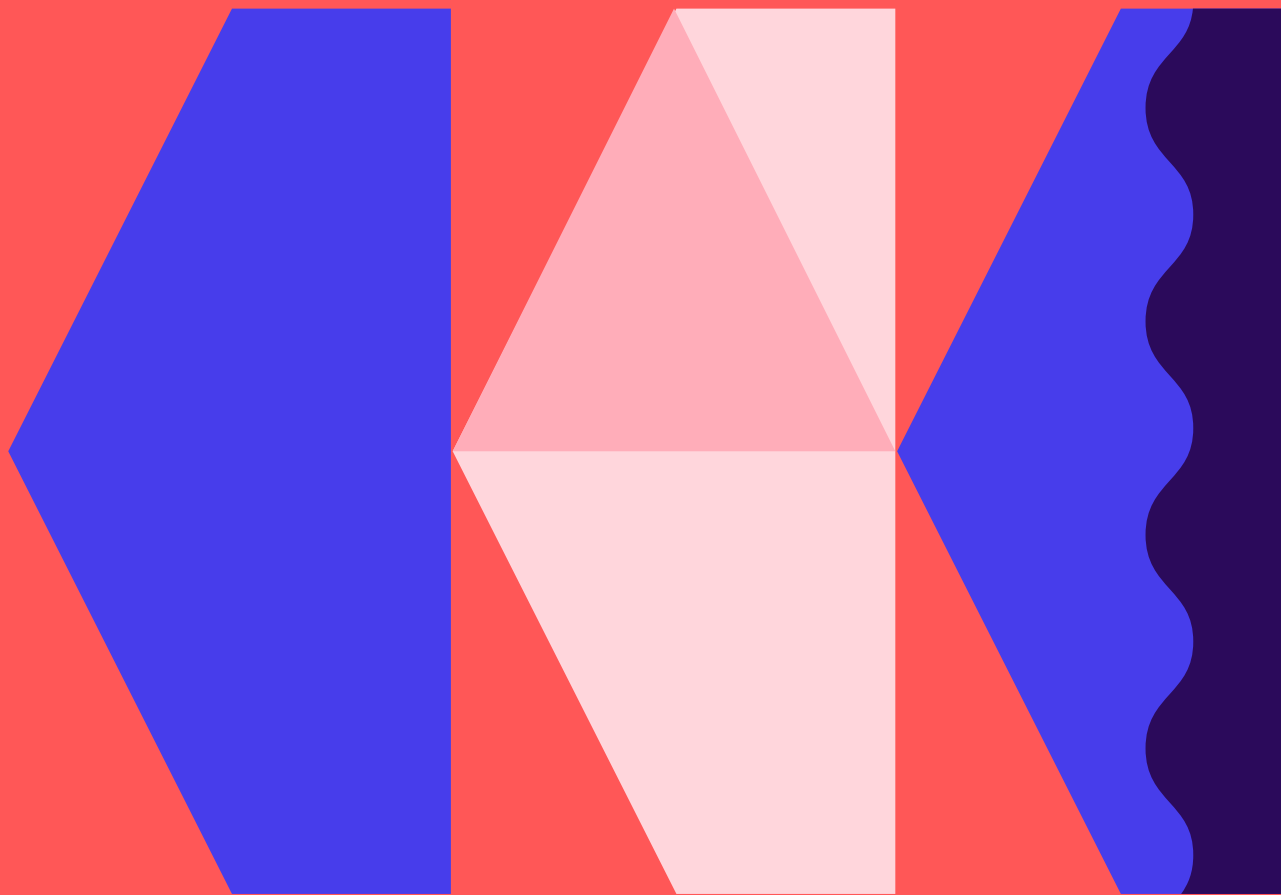
Enjoy.

Contents

Utilise cloud storage

Cloud storage provides your business with several time and cost saving benefits and this is especially true for marketing. Taking ownership of all the files you need for marketing, including photos, videos and documents is important, and something your IT department is likely to agree with you on, so you can enlist their support right away. Maintaining control of your files and original graphics will be beneficial the next time you switch agencies.

One of the things we see a lot is companies using cloud storage solutions like DropBox to store and share their assets both internally, and with agencies. On one hand these are useful and easy to set up and start using. On the other hand, they aren't particularly well suited or intended for this kind of use, especially on this scale. On top of this, they fill up their martech stack with a number of different solutions and software that don't always work perfectly together.

The result becomes a confusing mess of haphazardly interconnected systems that steal precious time instead of saving it, as employees search through different folders and systems looking for that one file. Once they finally find it, they may even find that it's not the latest version, or they might end up using it without realising it's an older version.

Some companies understand this problem, and a natural upgrade from simple cloud storage is a dedicated Digital Asset Management system, or DAM for short. DAM is a great foundation for storing and sharing assets that is more purpose built for marketing, compared to cloud storage. And while it is a key component in solving the issues mentioned above, it only solves half the problem.

Papirfly therefore offers a DAM with a greatly expanded set of features that make it your one stop shop for everything you need to store and share assets, create new ones based on the ones you already have, and be certain that everything is up to date and absolutely on brand, no matter where in the world it is being accessed.

You'll find that consolidating all your martech related assets and production into one Papirfly package is a great cost reducing move.

Work smarter with images
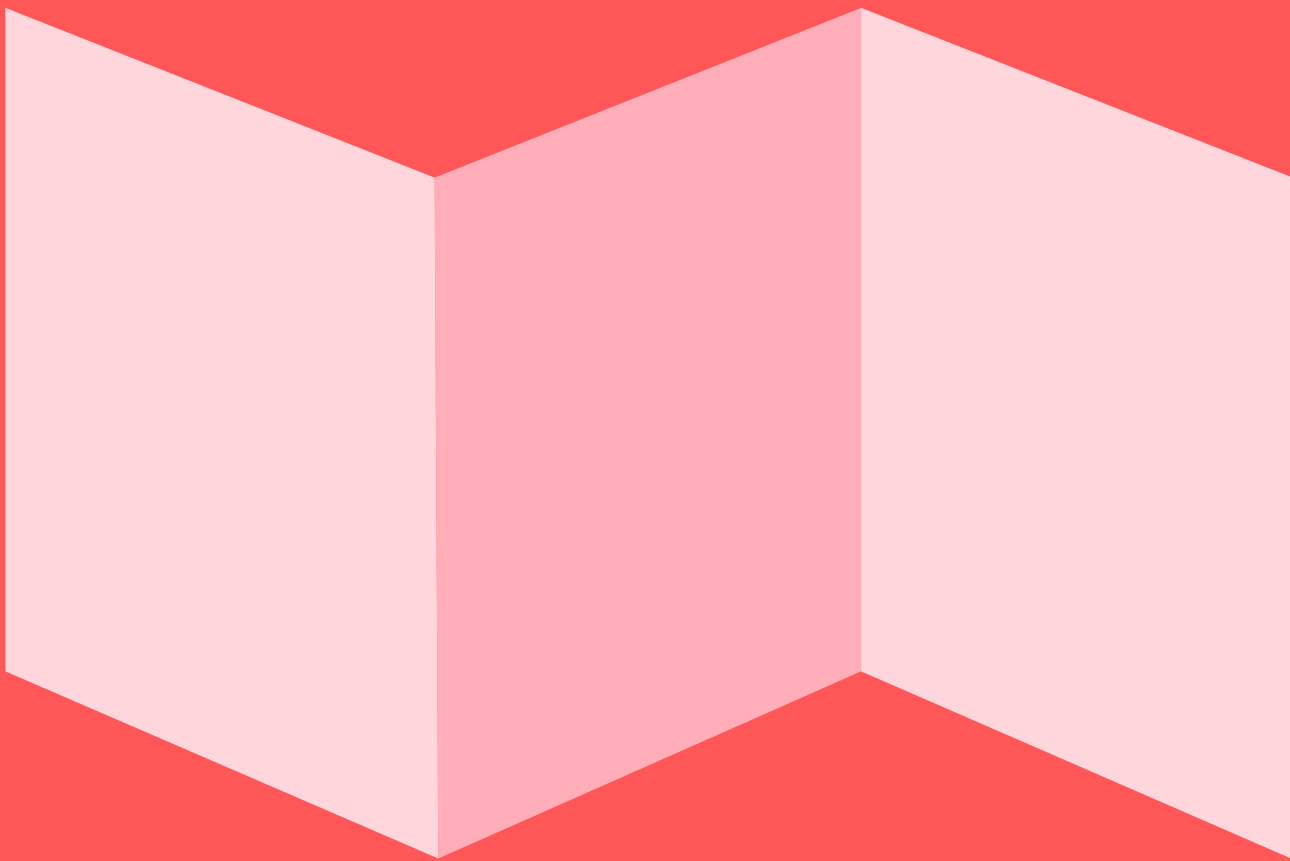
In multichannel marketing, images need to be adapted to different formats. When capturing visuals for your company, you want the highest resolution possible so that your campaigns can run on large posters or even billboards.

However, these large files do not work well online. You need to optimise images for websites, web banners and other marketing channels where bandwidth and file size can be an issue.

Photo editing software can in many cases easily produce a low resolution image from a high resolution original without losing much in the way of visual quality. However, modern marketing production solutions like Papirfly can automatically adjust image resolution to fit the content you are creating, whether it is digital or print. This will help you save money that you would otherwise need to pay someone, inhouse or externally, to manually and repeatedly produce a range of different qualities for each image.

Simplify your workflow
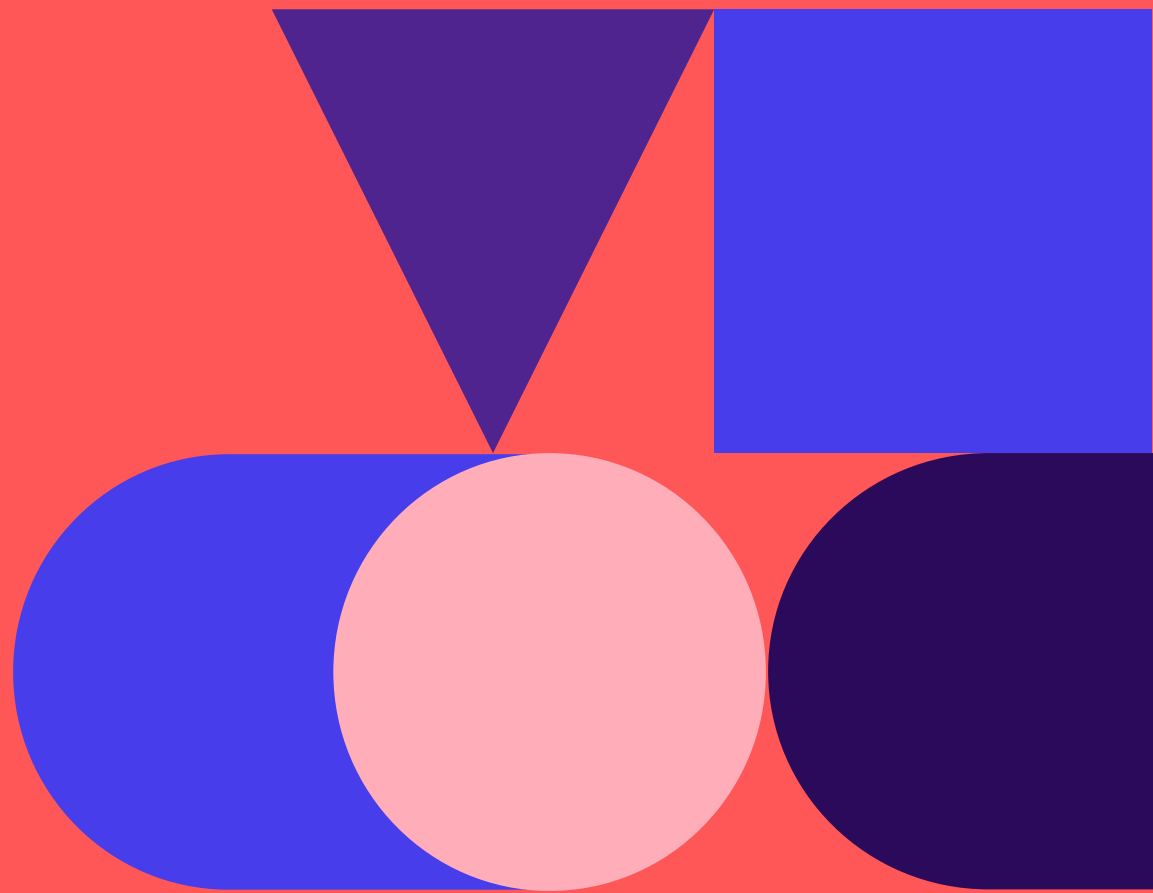
A traditional retail marketing production workflow may require using 5-10 different tools, or more, employed by different teams. The information flow between these tools is often manual and may require logging in multiple times.

This can be simplified so that your marketing production workflow is lean and cost effective, with as few detours as possible. Costly time spent on manually logging into different systems and transferring information manually between them can be saved. This also reduces the risks of human error which would lead to proofing rounds.

Use a
flexible design

Retail marketing collateral is all about brands and products which includes prices, text and images. If your design includes fixed sized brand elements such as text boxes then you will need help from a graphic designer to adjust the layout as soon as the amount of text changes, especially if you are localising your marketing across multiple languages.

Pricing will change over time as well and you may also use different currencies or units so numbers may also require more space than you initially assume.

To avoid repeated costly design adjustments, ensure your design is dynamic so it allows for text and numbers to be longer or shorter and preferably also allows for different font sizes.

Reduce the number of proofing rounds

papirfly
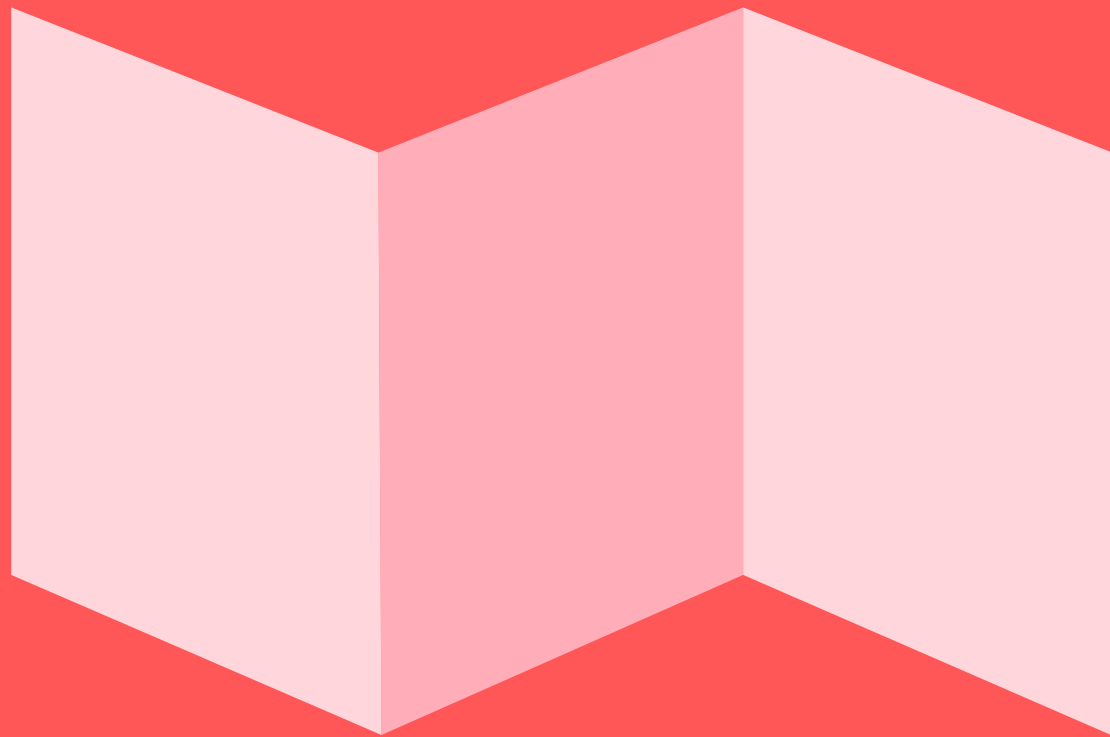
Next, let's talk about the elephant in the room. Proofing is a well known challenge in the marketing industry and especially in retail marketing. On the one hand a quick push to release advertising content often leads to errors which can be expensive to correct. On the other hand, proofing rounds can be very time-consuming and therefore also expensive.

The last thing you want is to publish a campaign with wrong pricing or outdated images or to advertise products that are not available in all your stores. It quickly gets expensive to correct these kinds of mistakes.

But where do all these errors come from? How can you possibly reduce the number of proofing rounds? First, let's take a look at what typically triggers the need for proofing rounds in retail marketing.

Keeping on top of outdated information

One of the biggest problems with any form of marketing rests on different stakeholders having access to up-to-date information. The designer or writer may have used the wrong text or image simply because it has become outdated during the time that has passed between the initial brief and the final deadline.

As planning may start months ahead before a campaign is live, chances are you will be making changes to your product master data before anything is published. Additionally, your suppliers may have updated packaging design or available colours, requiring new packshots or colour symbols in your marketing collateral.

If you are doing localised marketing, local pricing and local stock inventory can add to the complexity of keeping information up-to-date.

Be ready for any last minute changes

It's a classic. Late incoming input from category managers is a common reason for campaign collateral to require changes close to the deadline in retail marketing campaigns.

Category managers often have compelling reasons to make last minute changes such as late incoming information from buyers and suppliers, local availability, recent market changes or reacting to competitors. Often this is related to pricing, that a product was added or removed or that the order of products need to be changed due to how the category manager wants to prioritise the space available to each product. This puts pressure on the team and can easily cause errors to occur.

Reduce the risk of human error

The traditional way of providing graphic designers with information is to do a campaign brief and then send emails back and forth with attached spreadsheets, images and documents. This information is then manually transformed into a first draft and then the proofing process begins, with repeated emails and attachments.

This manual process is very open to human error. The price and text for each product needs to be meticulously copied and pasted into each piece of marketing collateral that is being produced. Over time, the designers may receive numerous spreadsheets, images and documents, and lots of emails with comments from different people. Keeping track of all this information and making sure everything is propagated into each piece of marketing collateral can be an artform in itself.

The solution

So how can you reduce the risk of these errors that cause endless proofing rounds?

As mentioned in the previous section, cloud storage can help you reduce your costs. But simply storing and sharing files in the cloud will only solve some of your cost issues. The real solution lies in sharing access to both files and up-to-date information, and to use this directly to produce your marketing campaigns. A modern cloud based marketing production platform which is specifically built to simplify the production of retail marketing campaigns, across multiple channels, will help you achieve just that.

This will ensure that your entire campaign team will always be using up-to-date information, be able to make last minute changes whilst staying consistent and on top of deadlines, and last but not least, avoid manual and error prone, repeated copy and paste of information from multiple disjointed sources which will otherwise lead to proofing.

Unleash your brand with Papirfly
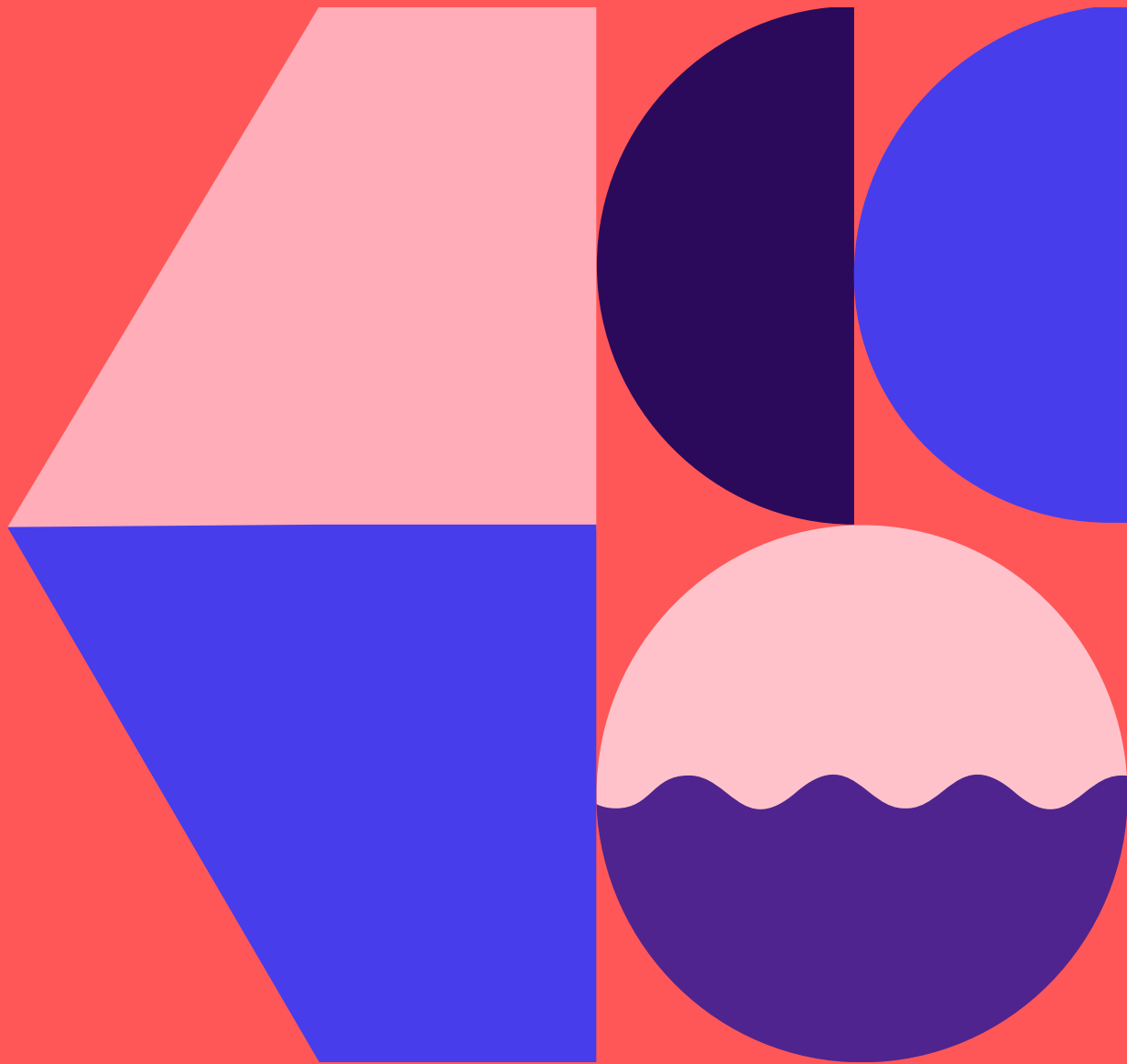
How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.

At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

- Customers are experiencing inconsistent and diluted branding across touchpoints
- Stressed teams aren't getting the marketing materials they need or quickly enough
- Too much already-limited budget is being spent duplicating work and on multiple tech solutions
- Assets are not centralised or trackable resulting in loss of data to analyse budget spend

We know what brands need:

- Global brand governance now and for the future with guaranteed consistency at every touchpoint
- Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
- Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do **more for less**
- Produce all assets **in house**
- Create with **no previous design skills**
- Achieve **100% brand consistency**
- Reach **all markets, in any language**
- See a **complete bird's-eye view** of your branding and marketing efforts

Discover our all-in-one brand management platform

⌂ **Place**
Manage and Share
Digital Asset Management

⊞ **Produce**
Create and Activate
On-brand templating

Plan
Plan and Collaborate
Effective workflows

Prove
Measure and Optimise
Enterprise-grade analytics

Plus
Integrations
Seamless integrations

Point
Educate and Control
Brand guidelines

Trusted by the world's most recognisable brands

1M+
regular
Papirfly users

600+
brands using
Papirfly worldwide

Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

Point
Educate & Control
Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.

Place
Manage & Share
Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onesecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

Produce
Create & Activate
Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

Plan
Plan & Collaborate
Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

Prove
Measure & Optimise
Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

Plus
Integrations
Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®

212% ROI

80% reduced effort in asset creation

Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly

Global brands trust Papirfly

Mondelēz International SNACKING MADE RIGHT

Unilever

DANONE ONE PLANET. ONE HEALTH.

MARS

IBM

SAP

Mercedes-Benz

BMW

ROLLS-ROYCE MOTOR CARS LTD

Audi

Europcar

BRIDGESTONE

IHG HOTELS & RESORTS

vodafone

H/H

Specsavers

e·on

sse

TJX

PHILIPS

Pfizer

sanofi

DNB

Deutsche Bank

IBM

"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly.
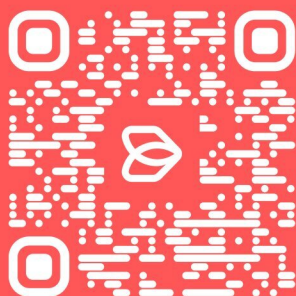We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM

Empower your people. Unleash your brand.

Discover our game-changing brand management platform.

At papirfly.com you can

• Book a demo
• Explore brand management resources
• Hear success stories from empowered customers

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