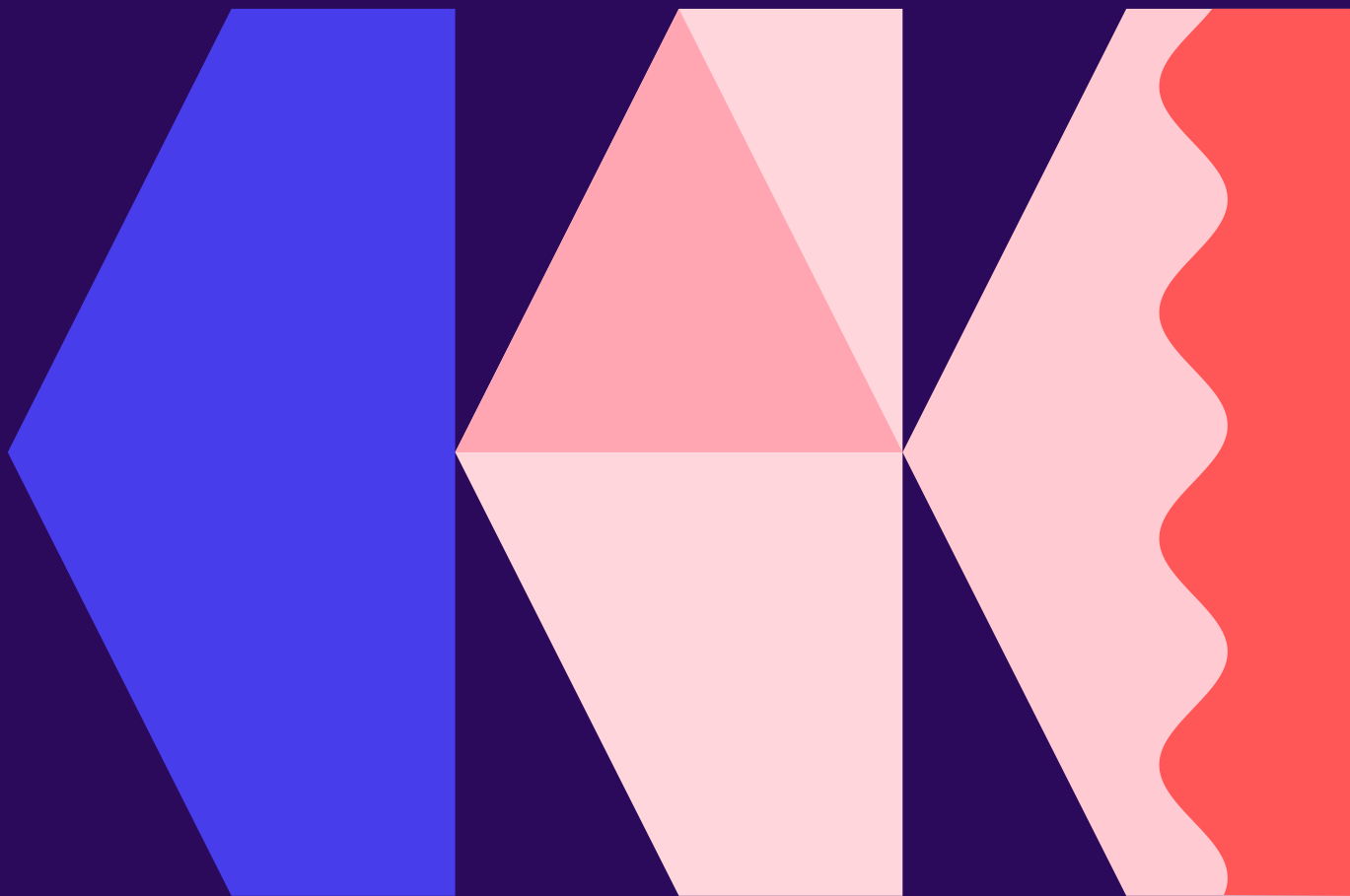# How brand management will steer your brand towards success

In a world in constant motion, with trends rising and falling as our sensibilities change with the zeitgeist, brand management is an essential part of ensuring a brand's success in the market.

Nothing exists in a vacuum, and it's the brand manager's job to make sure your brand doesn't get swept up in the chaos and get damaged or taken somewhere it's not supposed to go. Simultaneously they have to work hard to position the brand in such a way that it can thrive and grow – taking advantage of new opportunities and following the ebb and flow of both market trends and social trends. With the right talent and tools in place, and a bit of luck, your brand might even get the chance to lead the way into a new trend of its own and really propel itself into a strong position in the market.

A strong brand is a goal of any business, as it drives revenue through brand recognition, reputation and loyalty. As such, it's through your brand that your business grows bigger and more profitable. Yet a strong brand is more than having the best logo and a memorable slogan.Attaining brand loyalty from consumers takes conscious effort to communicate and market in a way that builds trust. It is through this trust that your products or services will gain its desired reputation, whether it's about quality or convenience.

Enjoy!

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Managing complexity and organising chaos

A brand is something that can seem simple and straightforward at a glance, but instantly becomes complex when you begin scratching the surface.

On the one hand you have to plan and create what goes out, such as logos and images, and the personality and tone it is presented in. On the other hand you have to keep an eye on what comes in – feedback from customers – both the productive and the anecdotal, and how their purchasing habits respond to different campaigns. Then you analyse, work with and build on it. These things alone are easier said than done, and large tasks in themselves. On top of this, a brand should also be agile enough to be proactive about trends in the market and the public eye – keeping in mind that nothing exists in a vacuum.

Staying visible in the chaos of life takes wit, a cool head, and a little bit of courage.

You could say that brand management is the art of containing the complexity of a constantly evolving brand and controlling and organising the chaos in a way that feeds into further growth. With all the different areas and niches involved, it's not a one person job either. Between managing the brand's image and messaging in advertising, staying on the ball in several social media channels, planning campaigns, and updating and creating new content and assets, there are many short and long-term things involving several fields of expertise that have to fit together. Maintaining a good bird's-eye view of both what's happening now, and what's coming down the pipeline, quickly becomes essential to thread it all together and strengthen the fabric of your brand.

Ultimately it's the people on the team who make things happen and drive the brand forward. However, keep in mind that having the right tech in place to help them perform as well as possible is important to maintain efficiency, and give them the room they need to be agile enough to be both proactive and reactive in managing and growing your brand.

What is brand management in marketing?

When you're in charge of strategic brand management, there are a number of things you should do in order to make a real impact on a local and global scale.

Implementing brand management best practices can help you retain a unified image, maintain and build brand equity, and shape the way you want your audience to see your brand's image, products, values and purpose.

Managing your brand's reputation

Establishing how your brand is perceived in various markets is critical to knowing what you're working towards.

Is your brand perceived differently in particular territories? By different audiences? Is there a reason for this, or multiple? Perhaps there's some evaluation and alignment work to be done to make sure the brand is more widely perceived in a positive way.

The information you collect could be pivotal in shaping your brand strategy moving forward, which is why – if you haven't already – you must spend time researching and understanding how your customers feel. If there are negative opinions, this could directly impact revenue. People may be more inclined to use a competitor if they've seen or heard bad things about your brand, or contrary the competitor has a more appealing USP.

92% of B2B buyers are more likely to purchase after reading a trusted review

41% of customers say that when brands reply to their online reviews, it makes them feel the company really cares about their customers

7 out of 10 consumers changed their opinion about a brand after the company replied to a review

*Source: G2 and Heinz Marketing

*Source: Bazzarvoice

*Source: Marketing Charts

There are a number of ways your brand management team can find out what customers are saying, including those listed below:

- **Reviews** - Verified reviews give you an opportunity to open dialogue with customers that are either happy or dissatisfied with your brand. See if you can spot any recurring themes and identify which trends need to be addressed immediately.

How often do customer reviews factor into your buying decisions?

- 58% Frequently
- 23% Occasionally
- 16% Always
- 3% Never

- **Google Alerts** – In the absence of a fancy listening tool, <u>Google Alerts is a free service</u> that notifies you when your brand is mentioned in an article or in prominent places online. This is particularly useful if you've recently launched a new PR campaign or an improved product/service.

- **Social media comment**s – If you have a dedicated social media team, monitoring active social channels on a regular basis can give you an up-to-the-minute view on how a cross-section of people is relating to your content. Shares, comments and likes are all positive indicators of an engaged audience. But if you find that your comments are negative or you're losing followers, it's time to do some damage limitation.

- **Surveys** – Speaking directly to your customers and asking them outright what they think of your brand can be a great way to encourage feedback. Often these surveys will need to be incentivised in order to get enough response – particularly if they don't feel strongly about your brand either way.

- **Post-communication follow-up** – Think about the touchpoints your customers have with your brand; on the phone, via email, customer support messenger platforms. All of these places have the power to positively and negatively impact your brand's image. Sending automated follow-ups where possible allows you to gauge the quality of the staff representing your brand on a day-to-day basis.

Effective brand management builds awareness

A wider strand of your strategic brand management will no doubt include building brand awareness. This may be to help it stand out from competition, establish it in a new market, or to maintain its already strong position.

Hierarchy of effects

*Source: Ewin&Smith

Cognitive		Effective		Actions	
Awareness	Knowledge	Liking	Preference	Conviction	Purchase
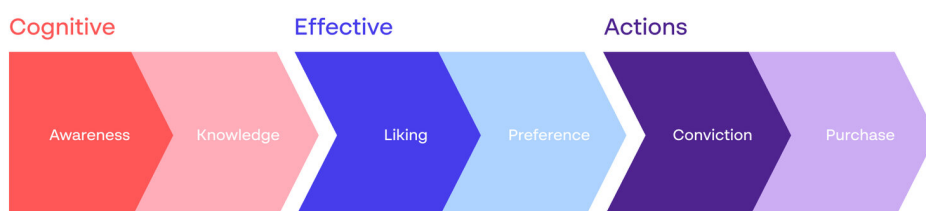
Here are three top-line ways brand management can help you build awareness:

The more prevalent your brand is in the minds of consumers, the more familiar they will be with your product or service. A great example of the power of brand awareness is the classic Heinz 'Invisible Bottle' TV advert which doesn't feature the brand or even the product until the very last couple of seconds, when it confidently proclaims 'It has to be Heinz'.

A brand awareness campaign seeks to put out a message to improve the perception of a brand, whether that's an enriched offering or product, or a new-found way to separate themselves from their competitors.

Thought-provoking campaigns are more widely spoken about on social media. People tend to share their views on a brand on their channels, and customers are more willing to share a brand's content if it shares some cultural, topical or humorous value. Social media has become an essential influence in building brand awareness.

What are the principles of brand management?

Effective brand management can look very different for each company and brand depending on their individual goals. That said, an easy way to categorise the basic principles is as follows:

- **Awareness** – having a strategy in place to make sure your potential customers know about you

- **Reputation** – building a positive perception to make sure you are liked and well-respected

- **Equity** – the reason and the value people see in buying from you above your competitors

- **Loyalty** – becoming a staple part of their lives and a household name that is evangelised about

The right tech solution keeps your brand assets safe and takes your brand further

In order to manage your brand efficiently, it's important you run a tight ship and keep your brand assets neatly organised. When everyone knows where they can find the things they need – be it logos, campaign assets, colour palettes or images – they won't have to waste time searching high and low for that perfect image for the next social media post.

Managing brand assets may seem easier than it actually is. It will quickly become messy and complicated if there's no central place to store and share them, especially when you find yourself in a hectic period and scramble to keep up your normal output, and make use of prime opportunities at the same time. If you don't keep everything in order for times like this, you will quickly see brand assets misused in ways that could potentially damage your brand.

Investing in a piece of software that will make brand management more effective and save you time and money could turn out to be priceless. Digital Asset Management can be achieved using a comprehensive DAM system, and there are plenty on the market to choose from. While they solve the problem of storing and sharing, they don't provide complete consistency or control of how those assets are being used in different markets.

It's not unlikely that you already have a DAM system in place to help you manage your brand assets, and it's a great thing to have. But is your DAM all that it could be? It wouldn't take much to turn it into something that can help you with your workflow and efficiency.

This is where including brand automation in the mix is a game changer.

Achieve greater efficiency with brand automation
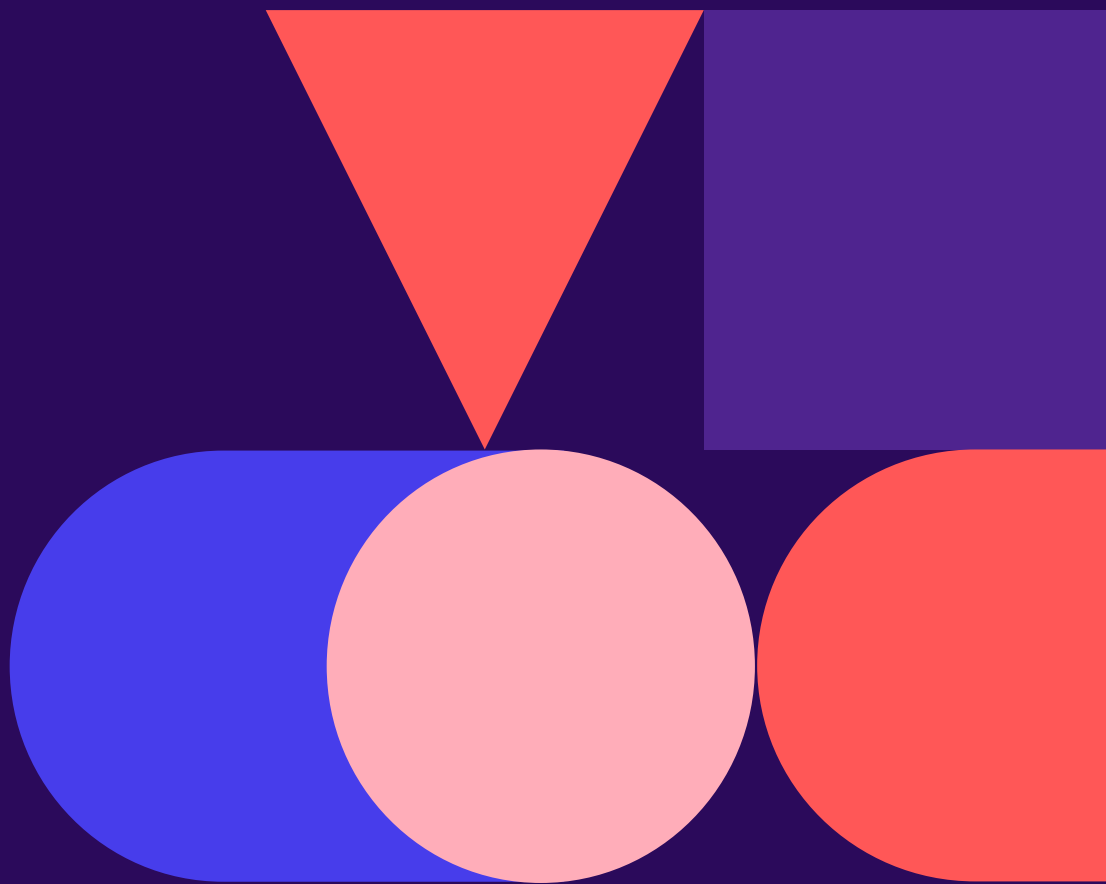
Brand automation gives you the freedom to take your brand into new waters

Having a DAM system in place is a good first step that will get your brand assets ready for use across the different channels you make use of.
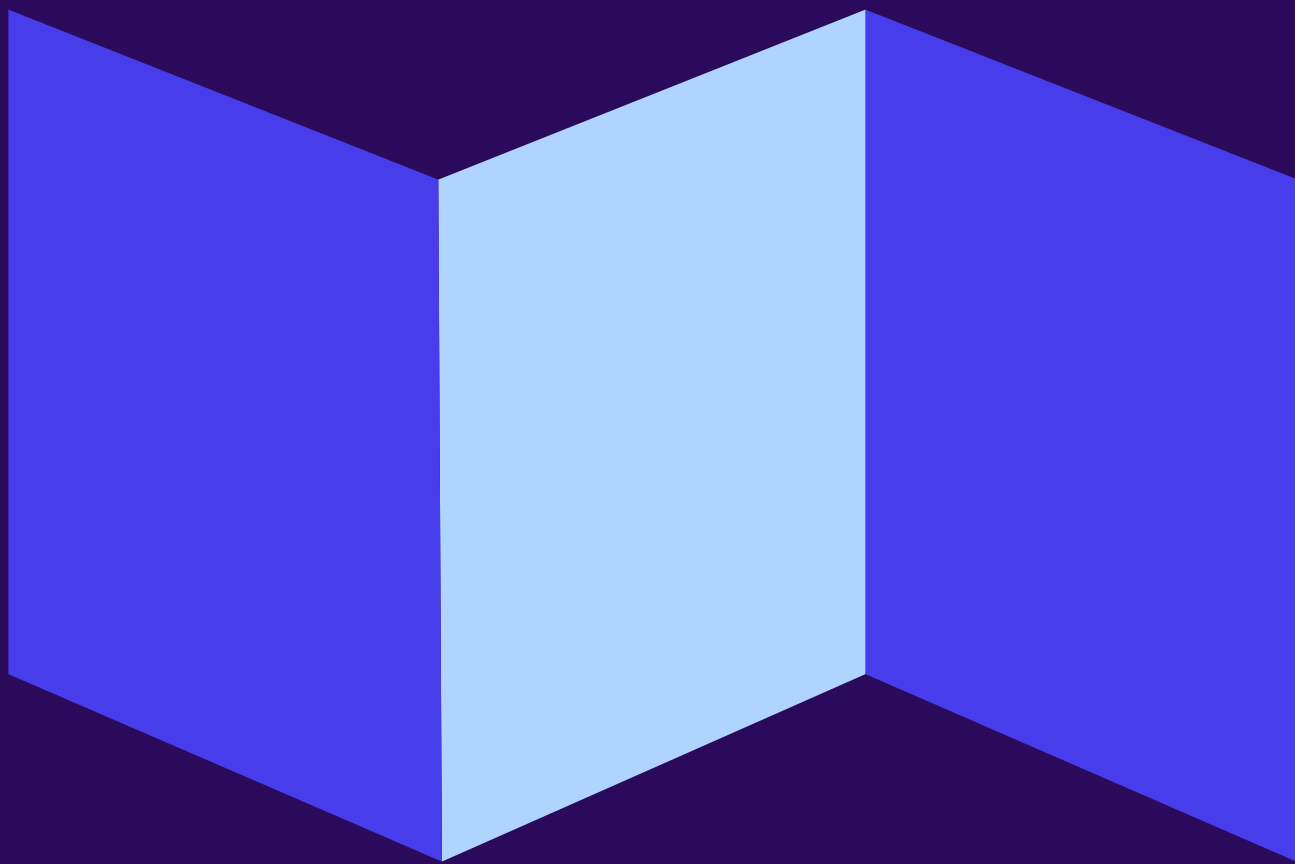
However, combining it with the efficiency of brand automation is how you will really bring your brand to life, and stay agile enough to respond to relevant trends and developments in your market.

75%

of marketers say they use
at least one type of marketing
automation tool

*Source: SocialMediaToday

What is brand automation?

While brand automation software falls into the wider category of marketing automation, it applies to the unique tasks and processes behind promoting your brand.

At its most basic level, it takes your company's brand and marketing assets and applies it to templates to accelerate the production of future assets. A central resource to control all aspects of your branding.

This is more than just applying your logo or colour palettes to an asset - it is a way to produce an abundance of brand assets with a minimum of effort and manual intervention. Using your distinct visual identity, tone of voice and brand vision, brand automation exists to enhance the way you spread your brand message to your various audiences, and to help you do this with a much quicker time-to-market.

There are 6 distinct ways brand automation can grant you an advantage when activating your brand:

1. Enhanced efficiency

The goal of brand automation above all else is to eliminate the wasted motion associated with creating, cultivating and consuming brand assets. Brand management teams worldwide all have to work to tight deadlines and turnaround content - whether that's emails, social posts or videos - for their consumers, but outdated, manual processes often prevent them from achieving the efficiency they're after.

Did you know that productivity issues and poorly managed leads are estimated to cost companies a combined $1 TRILLION+ every single year? Try to imagine that amount of money each year being wasted as a result of outdated practices.

Professionals in all industries, but particularly in marketing, waste an excessive amount of time digging through files to find the resources they need, or implementing all their branding elements from scratch onto their upcoming campaigns.

By providing intelligent, well-crafted templates and access to a wealth of on-brand resources, brand automation platforms reduce the time it takes to brief work in, produce assets, gain approval and distribute it out to your various audiences. In essence, you produce more while putting in less, allowing your brand marketers to achieve a much greater return on investment.

2. Empower your team

One of the most impressive aspects of brand automation software is its capacity to make every member of your team a brand marketer. Not everyone has an eye for design, or has the familiarity with bespoke design software, and in the formative years of marketing automation tools, it would still require a specialist to manage these effectively.

Brand automation goes a long way to removing that barrier, putting parameters in place to ensure all materials are aligned to your brand. Through smart templates, every team member is enabled to create collateral that embodies your brand identity, with no deviations or difficulties. While a level of training is to be expected, the reduced manual involvement allows anyone to drag and drop elements into their designs in a matter of minutes.

As well as enhancing the capabilities of your team, brand automation empowers your local markets to capitalise on opportunities and faster turnaround on-brand assets, without having to wait on requests or approvals which could arrive after the moment has passed.

Brand automation software closes the window for error, and allows global teams to become more self-sufficient in how they engage their audience with your overarching brand messaging.

3. Achieve complete brand consistency

A persisting problem for global brands is the fear that their identity will become distorted over time or across national and cultural boundaries. Revenue on average increases by 23% among companies who present their brand consistently when compared to those who don't.

An effective brand automation strategy and platform eliminates the concern caused by inconsistency by containing your branding in a fixed, regulated framework. This reduces the risk of design and content straying too far beyond the bounds of your brand.

With a single source of truth providing the basis for all brand assets, your employees feel confident that they will produce work that fits your identity. This allows you to better manage content across your multiple channels - video content, social media, digital displays, etc. - to ensure everything follows your specific brand guidelines on each platform. For an international brand, you will also avoid the danger of teams working in silos and accidentally diverging from the brand's intended identity.

4. Improve customer experiences

It's essential for brands to engage with their audience on a personal level. A powerful way to accomplish this is through personalisation, but through traditional, manually-driven means, this can be excessively time-consuming and costly.

Brand automation and marketing automation tools help remove this barrier by cutting away the time it takes to create content, and allowing team members to quickly produce collateral aimed at a select group of customers, be it based on their demographic or their location. Instead of spending separate hours to develop this unique, personal content, it can instead be created in a short window of time.

Linking your brand automation systems with automated emails, for example, can allow you to instantly send behaviourally-triggered content to give your audience a more personalised, familiar and effective brand experience.

5. Reduce time to market

Without access to effective brand automation software, your teams will often spend a long time collaborating and adjusting content with your internal and external parties before it can go live on your chosen channels. This means you miss golden opportunities to engage your customers at the ideal time, reducing the effectiveness of your brand marketing and wasting time and money.

By giving your teams the ability to quickly create on-brand marketing materials to react to new trends and events, you significantly cut down the time it takes to get your brand messages in front of your audiences. In a digital, social media-led age where being ever-present in your customers' minds is crucial to establishing your brand, being able to get content to market quickly and regularly in a cost-effective way is essential.

6. Increase space for strategic thinking

As discussed, a key advantage of brand automation is it helps eliminate those repetitive, mundane and time-consuming elements in the brand marketing process. While it can't directly impact your audience's brand experience, it allows you to develop content at scale that can more frequently and effectively reach your customers.

Then, with the time you save, you give yourself more room for sensible strategic thinking. While brand automation systems are a real asset for any marketing team, they will only reap results if your brand strategy and identity is truly connecting with your audiences. With more space to think, analyse available data and get creative with ways to meet their needs, you help your teams unlock their potential to improve their return on investment.

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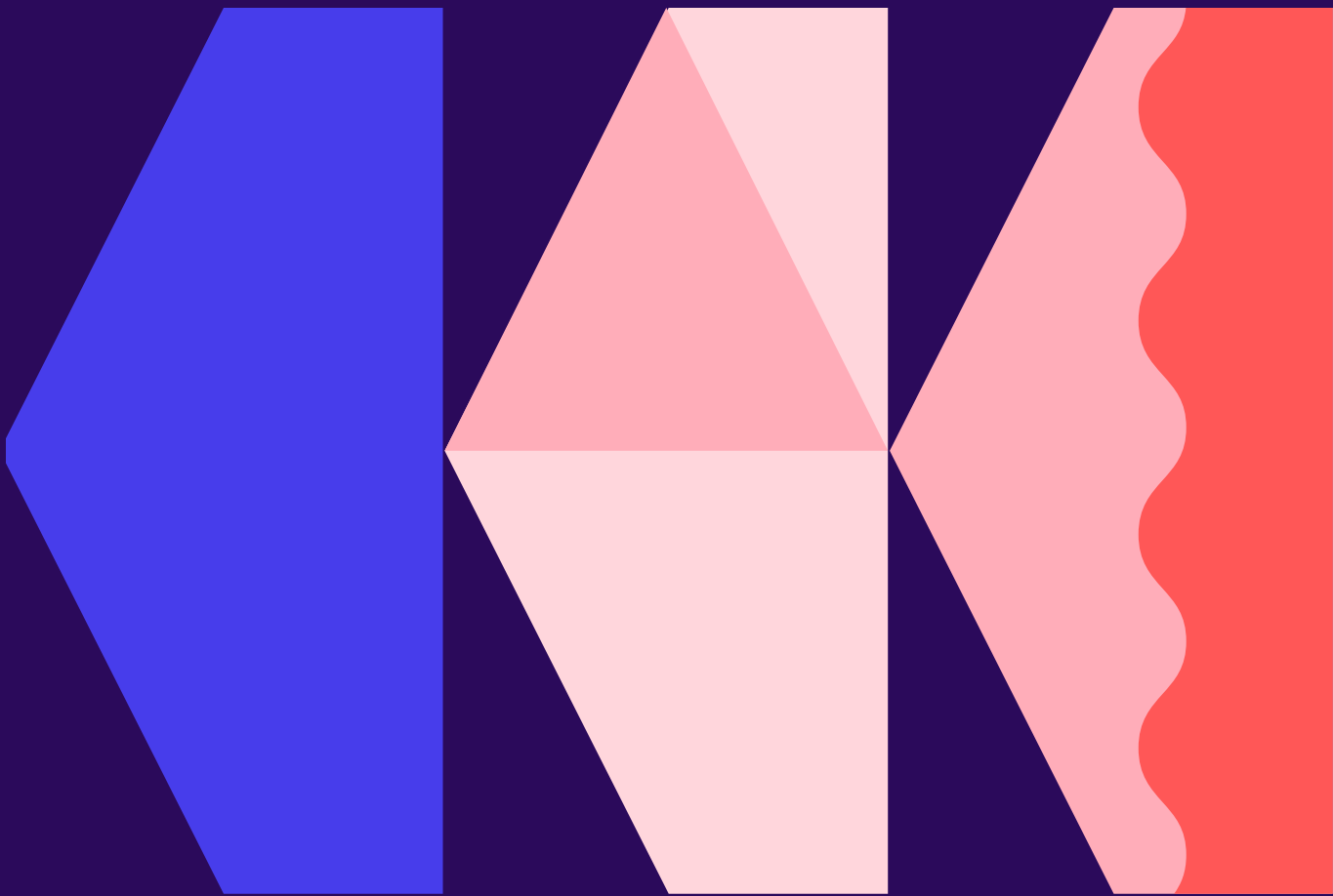
How does Papirfly empower your people?

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

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.
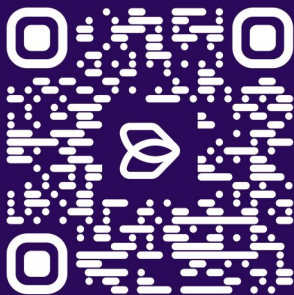
At papirfly.com you can

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

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Where we're located:

Norway
Universitetsgata 2
0164 Oslo

Norway
Havnegata 15
4306 Sandnes

USA
1 High St Ct
Morristown
NJ 07960

Sweden
Torsgatan 26
SE-113 26 Stockholm

Sweden
Kaggensgatan 39
SE 392 48 Kalmar

Denmark
Frederiksgade 34
baghuset 3 sal.
8000 Aarhus C

Czech Republic
Nám. Míru 5469
760 01 Zlín

Czech Republic
Běhounská 18
612 00 Brno

Germany
Bahnhofsplatz 12
76137 Karlsruhe

United Kingdom
Techspace
25 Luke Street
EC2A 4DS London

papirfly®