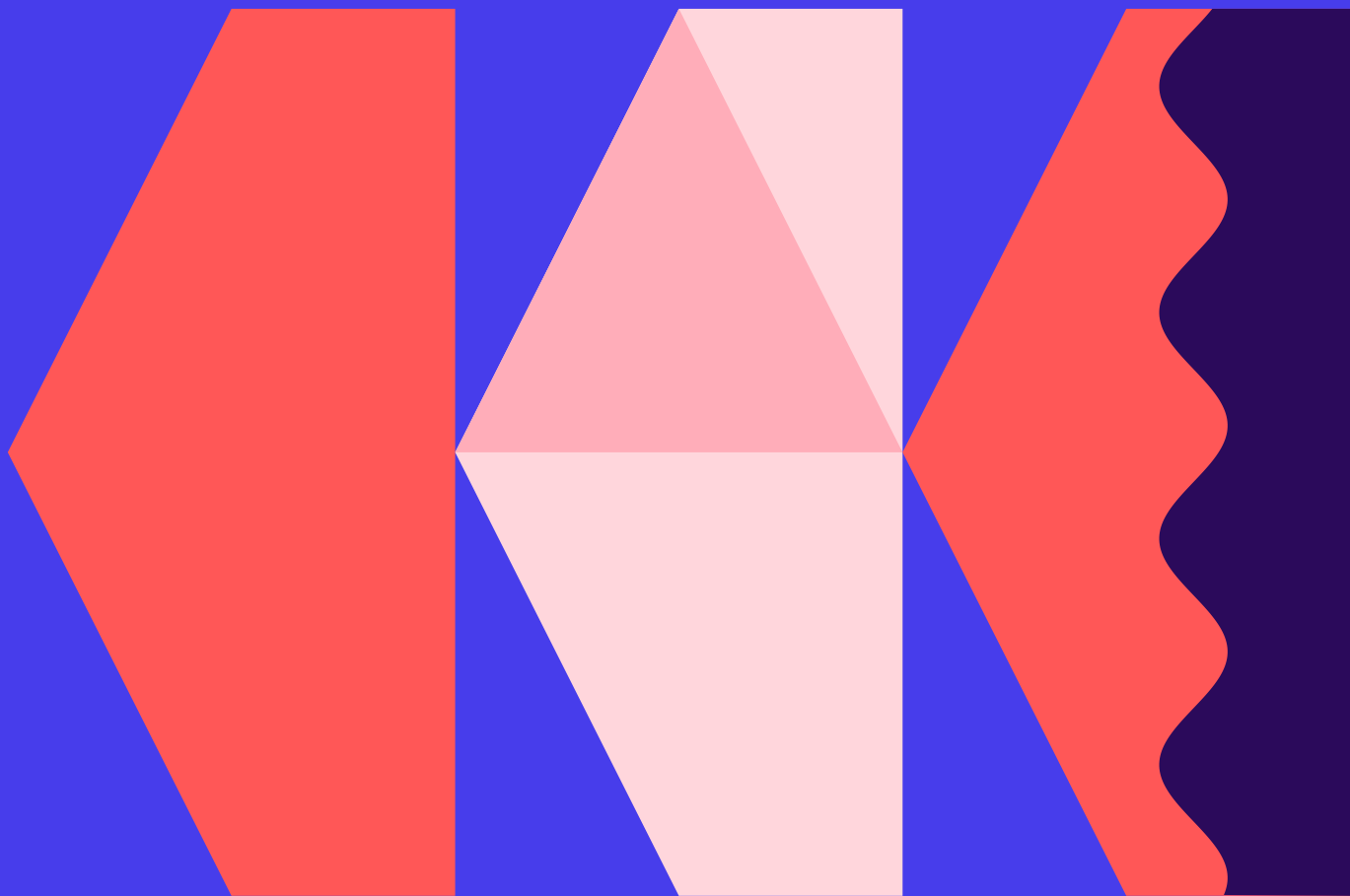# Invest in brand management to grow your business

Papirfly

It takes money to make money - though how do you know you are making the right decisions when spending your marketing budget?

There are many marketing technology options out there that provide quick fixes to improve brand awareness or simplify a specific process. Yet, when certain choices provide clearer long-term value in helping you manage every aspect of your brand, and offer an impressive return on investment, you know you're on to a winner.

This whitepaper will highlight the importance of equipping your marketing team with an effective brand management solution that will help increase profitability by supporting you to:

- Achieve complete visibility of your marketing operations

- Create and maintain a consistent and responsive customer experience

- Empower teams to champion your brand by improving workflows across all locations

Considering the potential for a better bottom line, spending the time to discover what the right brand management solution can do for you is a truly wise investment.

Enjoy!

Contents

Brands are expected to do more with less

The marketing technology (MarTech) industry has seen continual growth year on year. Digital innovators are constantly providing new methods for marketing teams to simplify and improve their workflows.

Once nice-to-have, MarTech solutions are now a must-have for any brand committed to remaining competitive and expertly serving their current customer base, whilst growing brand awareness and attaining a wider and more engaged audience.

As brand leaders are expected to do more with less as marketing budgets continue to shrink - and trends regarding talent retention are an ever-present concern - it's becoming increasingly difficult to deliver strategic goals when there are a multitude of diverse tasks to execute and fulfil.

Customer behaviour has evolved to mean that brands must provide engaging content via social media platforms and other various digital channels, as well as in-store and physical locations, where relevant. This increase in demand for multi-channel messaging means a greater number of brand assets are required, whilst compromising consistency is not an option.

23%

Consistent branding can increase a company's revenue by up to 23%

*Source: LucidPress

With an increase in corporate globalisation requiring marketers to handle complex demands, for a brand to succeed it is expected to maintain a regular, reliable identity on a worldwide scale. All this whilst also being responsive and able to adapt and perform to local expectations.

Equipped with the right brand management solution, from a bird's-eye view position you can confidently streamline processes that accommodate the need for multi-channel asset production to support building brand awareness and the efforts of sales teams.

Whilst improving your workflows creates more time and saves money as internal bottlenecks are eliminated, relying less on external agencies and reducing time wasted on back and forth approval processes makes bringing asset creation in-house an appealing choice. Reducing initial spend by keeping asset creation within your company is a beneficial feature of a MarTech solution, though the technology must ensure quality is not compromised.

In order to create more value from your marketing budget and find the brand management solution that helps you focus on strategic goals that have previously seemed out of reach, the next step is to truly understand the current shape and efficiency of your marketing operations.

Marketing teams thrive with efficient workflows

Business leaders all have the same goal for their company - to grow and develop a healthy and successful brand.

Whatever your specific role, reaching your strategic goals is never a one-person job, nor is it dependent on one single department. It's a cross-organisational effort. Yet the measures you and your marketing team implement can directly impact how teams in every location can contribute to the end result - how your brand lands with customers and expands its audience reach and profit for the business.

Consistently presented brands are 3-4x more likely to achieve strong brand visibility

3-4x

*Source: LucidPress

Effectively managing your brand and achieving consistency and quality requires a long-term approach that transforms your processes and procedures, leading to greater efficiency and productivity in all parts of your operational chain.

Get the big picture of your brand management needs

The more efficient your marketing team becomes, the more your people spend their days on value-added tasks that support brand growth and waste less resources.

Getting an overview of your marketing team's activities - what they do and where their time is consumed - is an essential step to help you decide what brand management solution is right for you. If you don't currently know which daily, weekly or monthly tasks drain your time resources, then staff interviews and analysis of data can help provide an authentic picture of how effectively your brand is currently being championed by your people.

You'll soon have a clear impression of where time could be better spent. Your findings will likely align with key areas that big brands have identified and taken action on to become more responsive, cost-effective and consistently on-brand. Brand management solutions have been pivotal in improving focus on tackling marketing challenges such as:

- locating locked-down on-brand assets

- adapting to urgent ad hoc design requests

- shaping personal customer experiences

The following pages look at these issues in more detail, and will help you recognise challenges your own marketing team is currently facing and how a brand management solution can help solve them.

Locating locked-down on-brand assets

The challenge

Although you personally may be clear on which logo designs or images need to be used to help maintain your brand identity, it may not be the same for everyone across your organisation.

It's common within many brands that assets have been shared via email and stored in local drives, or that a mixture of old and new assets are scattered across various shared folders as new campaigns have come and gone.

Either assets are never found and are recreated quickly with little guidance or outdated collateral is used. Even when an asset is located, there are no instructions from higher up as to how they can align with other messages from your brand.

Time spent finding assets, even if they are the latest to be signed off, is money wasted and the damage from an inconsistent presentation of your brand provides a concerning long-term impact on your brand's bottom line.

The solution with brand management

Collect every piece of marketing material in one online location and ensure 100% availability to those who need it. A digital asset management system (DAM) creates such clarity and eliminates questions from colleagues or creative agencies over which assets are currently in circulation, and gives no excuses for old assets to be actively shared within your organisation or customer base.

Additionally, guidelines can be just one click away from your collateral, so every team also has the reassurance that not only are the assets correct, but that they are being used in the right way. One online portal that provides guidelines alongside a DAM gives you brand governance and the best chance for complete consistency.

Conflicting brand usage results in a 56% damage to a brand ↘ 💲

*Source: Active Prospect

Adapting to urgent ad hoc design requests

The challenge

Though managers can do their best to plan, sudden requests for marketing materials - be they for digital or physical use, internally or externally - can be disruptive to everyday work processes. Actioning such instructions often ends up consuming many hours, as resources are diverted from other projects.

Ideally, there would be plenty of warning that such requests are on their way. However, naturally there will be sudden demand for content to be quickly turned around as business and 'outside world' circumstances cannot be predicted.. If you have no (or few) in-house designers, agency costs can be a sudden expense you weren't expecting during these times.

Even if you have a portion of your budget set aside for such emergencies, efforts spent going back and forth with agencies affects how quickly you can respond. Having to justify such spending multiple times can be irritating and your marketing team can feel the frustrations of fire-fighting, when focus on longer-term solutions seem to have been overlooked.

The solution with brand management

Empower everyone in your company to quickly create all the on-brand materials they will need in their specific roles – with no special skil
Is required and without compromising your brand identity.

When brand management software includes a template technology solution, your online assets can be created with ease and within minutes. With pre-approved flexible settings ensuring assets will remain within the scope of your core brand identity, self-service limits resource consumption through the entire workflow chain.

With a swift sign-off process, every location can represent your business as a responsive brand, therefore increasing the chances customers will spend more time, and money, interacting with you.

Creating personal customer experiences

The challenge

Market trends are changing fast and customers are more likely to engage with a brand that appeals to their personal needs and is present in the channels and platforms that they use. This means many different assets across multiple channels will shape a person's journey with your brand, which can be difficult to manage and a challenge to create .

Your marketing strategy should include content based on your target audience's user experience – a dynamic web advert that's relevant to their browsing trends, a digital communication that addresses them directly by name, or on-brand imagery that's relevant to the city or town in which they live, for example.

Your marketing team could be behind the times, and therefore missing project deadlines and ROI targets if you're unable to keep up with the demand for content, or the level of sophistication it needs to speak to your customers in the way your competitors will be, if they're not already.

It takes 5-7 brand interactions for a customer to remember a brand

*Source: Pam Moore

The solution with brand management

Having signed-off brand assets and approved guidelines is one thing. Yet, when the demand for personalised content is growing every day, creating something that speaks to your customers across multiple channels and locations requires something more.

With brand guidelines, signed-off marketing material and template technology in place as part of a brand management solution, your brand can guarantee every customer will have a personal experience. Those in head office are provided with peace of mind that every business location, large and small, has the tools they need to respond to requests that speak more directly to the customers they the brand's target audience whilst maintaining overall brand consistency.

Of course, not all software is the same. Different solutions will contrast in how sophisticated their technology is. Make sure you are confident that the template technology, and your overall brand management solution, provides the level of efficiency that matches the needs of your brand and strategic goals.

In summary

Implementing an innovative brand management solution will provide the above mentioned benefits and has great cost-saving potential by reducing non-value-adding tasks currently performed within your marketing team or via a costly creative agency.

Automating your workflows and allowing seamless management of all your marketing, communication and brand activities has a hugely positive impact on your long-term achievements.

The digital trends in marketing have been a game-changer for marketers and innovation continues to evolve at a rapid pace. It is only natural that we consider how our entire online working processes are functioning and that we search for a forward-thinking MarTech solution, and don't settle for a 'shiny new object' that can only offer a short-term relief.

Before you decide who is most suitable for your company and brand, get a perspective on your current operations, do your homework and research potential providers whose offerings match your own needs – now and for the future.

Curious to find out more about brand management solutions? Take a look at our brand portal buying guide

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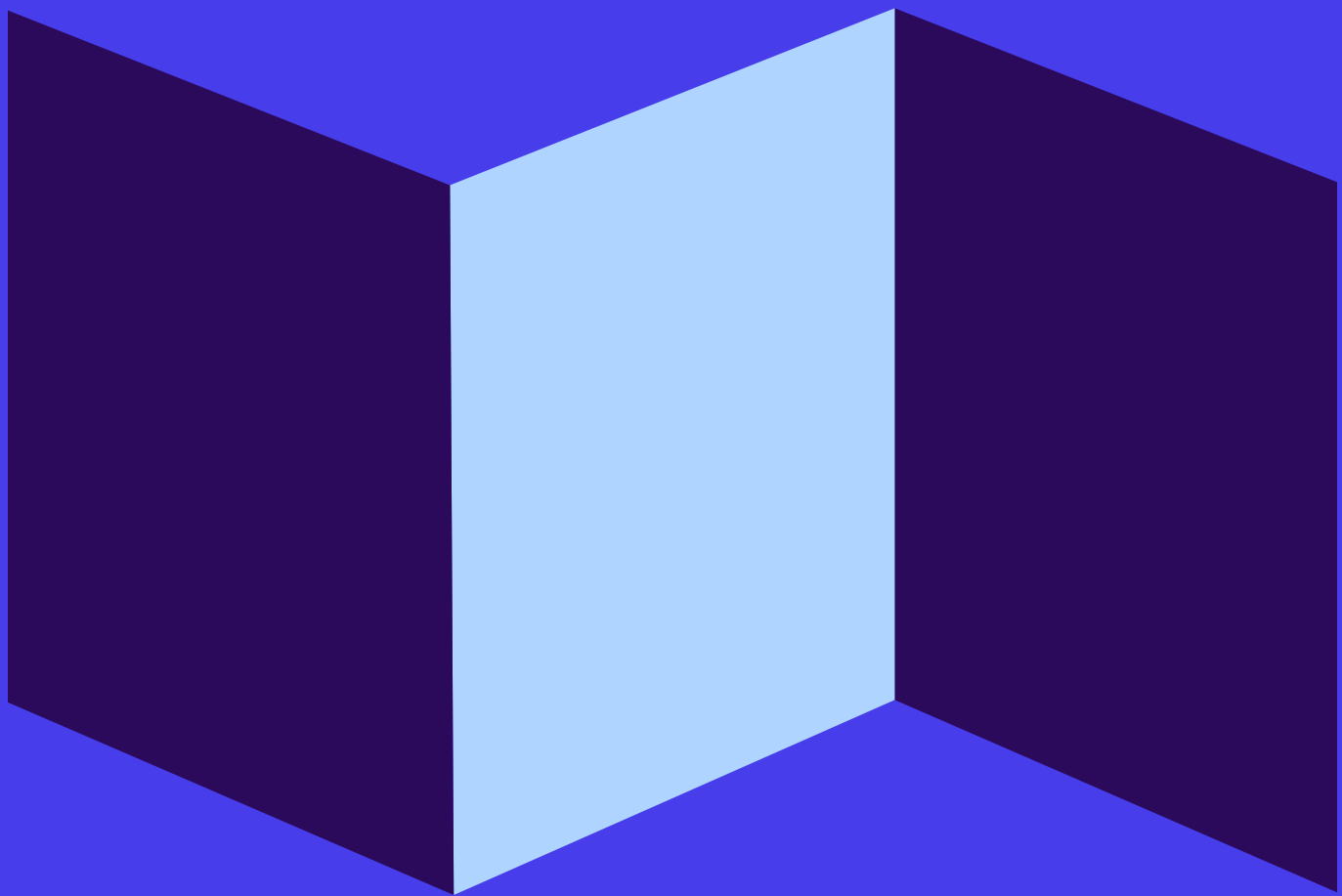
How does Papirfly empower your people?

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

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.
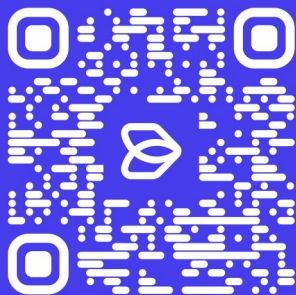
At papirfly.com you can

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

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