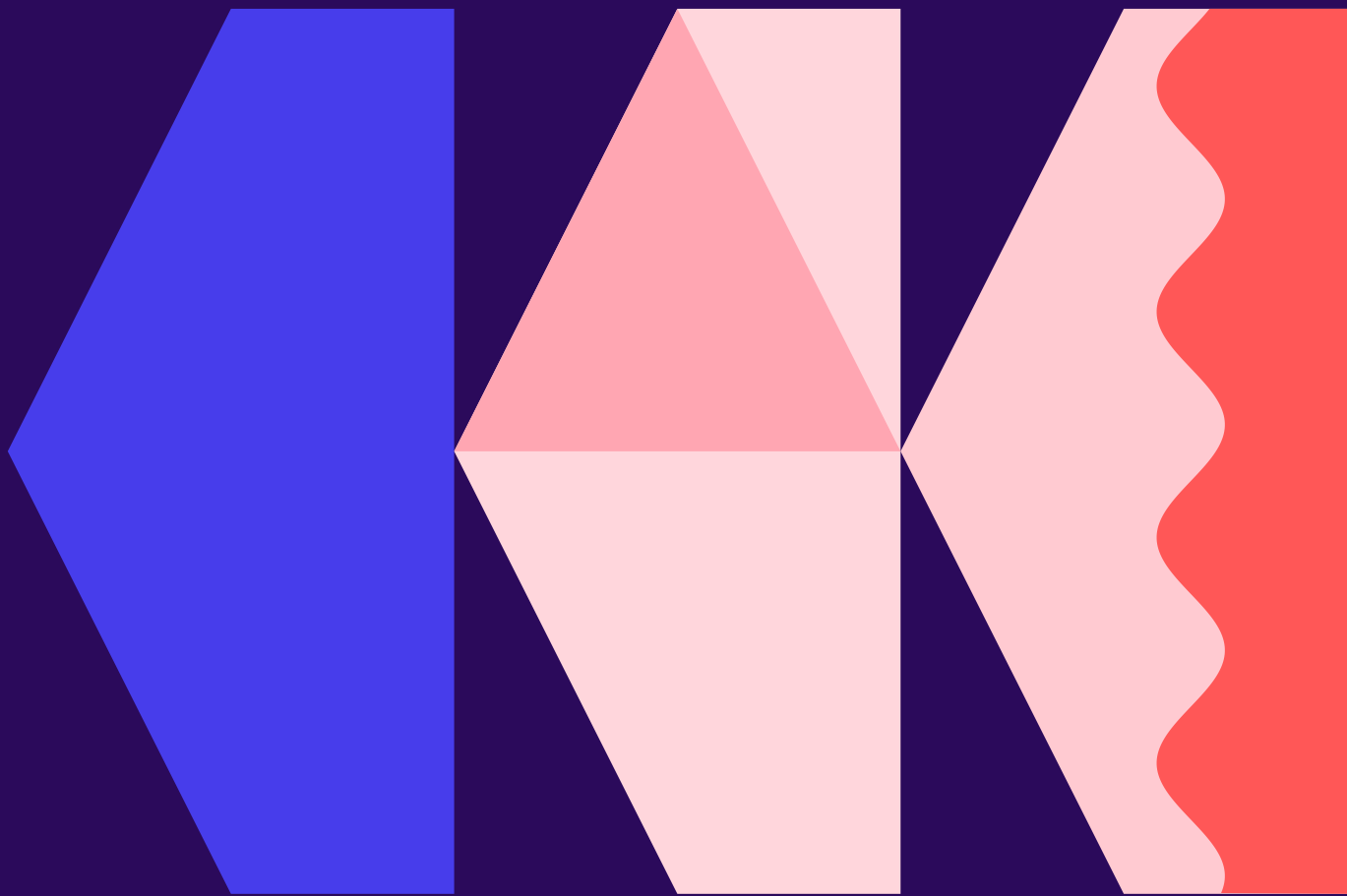


The Papirfly survival guide for marketing budget cuts





Making cuts to your marketing budget is sometimes necessary. Yet, it can also be a double-edged sword. Spend too much and you'll be wasting company resources that would have been better invested in other areas. Spend too little, and you risk your voice drowning out in the market noise and missing out on much-needed revenue.

In economic downturns it's essential to strike a delicate balance between reducing your costs, but doing so in a way where you lose out on as little revenue as possible. After all, you need it now more than ever. But how do you do it? The answer lies in technology that empowers your team to do more for less.

You may think that now is not the time to spend money on investing in new technology, but when you consider that the tech is intended to replace existing solutions that cost you more and provide you less, it's a no-brainer.

As an added bonus, you get the chance to be a boss that gives something back when you're being forced to take something away.

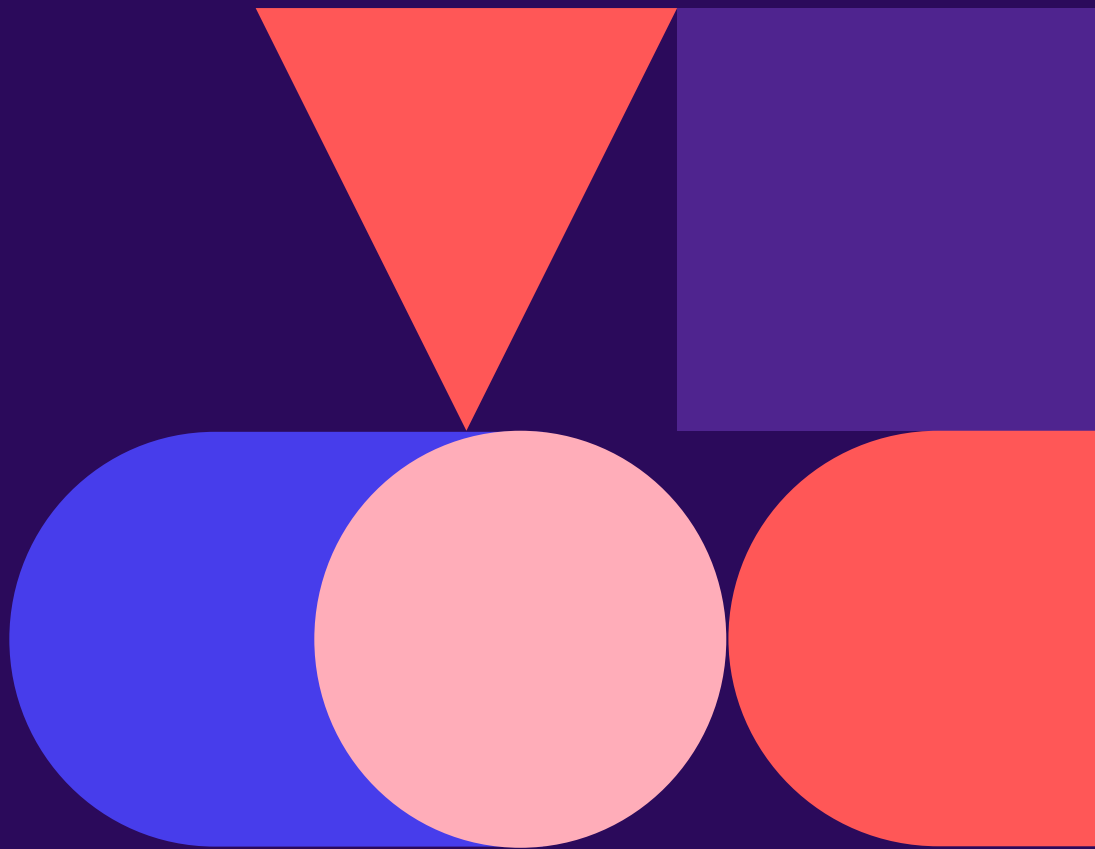
Enjoy!



Contents

How Papirfly lets you do more for less	4
Future-proof your budget with Papirfly	10
Why choose Papirfly?	12

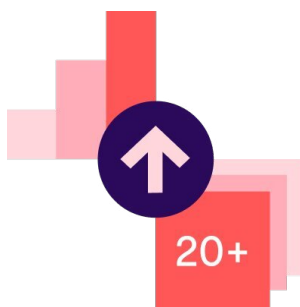
How Papirfly
lets you do
more for less





While we're on the topic of investing – Did you know that you only need to create 20 assets per month in the Papirfly platform for it to pay for itself? If you create more than that, your ROI is enhanced even further. So by investing in Papirfly you're not only spending money to make money, you're also spending money to save money.

Empowering your people to create digital assets quicker, easier and with greater precision is one of the primary ways we can help your brand. There are a number of other ways we can make your life easier too, while helping you reduce marketing costs.



Did you know?

You only need to create **20 assets** per month in the Papirfly platform for it to pay for itself - creating more **enhances your ROI even further**



Brand consistency

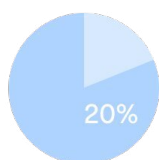
Though even with the best education for the best minds, your employees are only human, and honest mistakes happen to the best of us. But no matter how big or small, a wrong word here or a misplaced logo there will impact your brand consistency.

Step one of achieving better brand consistency is making sure all your employees are educated on every aspect of your brand – how it looks, sounds and speaks. Papirfly’s platform includes tools and resources to make it easy to educate your employees, and help them keep a solid grasp of your brand identity over time.

The good news is that you can eliminate this risk entirely. With Papirfly’s design templates – custom made for you with the help of your brand guidelines – creating designs that break with your guidelines becomes literally impossible.

Say hello to 100% brand consistency.

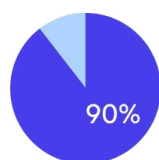
Why control brand consistency on a national and global scale?



Consistent brands are worth 20% more than inconsistent ones



Businesses with poor company-wide branding pay salaries 10% higher than well-branded organisations



90% of consumers expect a consistent brand experience across all channels



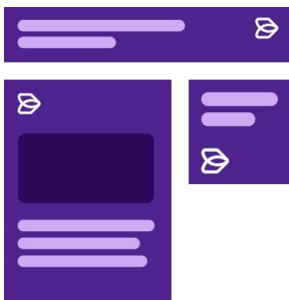
It takes 5-7 interactions for someone to remember your brand



Production volume and speed

Keeping up with all the content that needs to be created from day to day is a constant challenge for marketers. Often the content they spend time on is similar to what they've produced before, whether it's renewing and refreshing old but relevant content, or creating new variations to support evolving campaigns. Creating all these assets from scratch in every instance eats up a lot of valuable time for your marketing team and designers. This poses a unique opportunity - a better way of working. You stand to gain a lot by giving them tools that will allow them to create, tweak, approve and deploy marketing material rapidly and always on-brand.

Papirfly's pre-defined, smart templates empower your team to create digital assets with speed and finesse, allowing them to create all content types required across a constantly shifting set of multiple channels – print, video, digital, large format, social media. Pixel-perfect every time. This frees up more of their time and creative energy to be focused on the bigger projects, and helps keep up a higher volume of production overall. Papirfly's template technology is just the thing to make your marketing budget punch above its weight.



Easy-to-use templates

Access to intelligent, predefined templates ensures all assets created in the Papirfly platform follow guidelines on all channels



Creating video content

Not so long ago, video was considered an expensive luxury for marketing teams. Today, it's an essential ingredient for any brand. However, this form of messaging can be the most costly, time-consuming and complex to produce. With Papirfly's video editor, weaving together an eye-catching piece of content is fast and affordable. Editing clips, inserting branded title cards and transitions, and adding music is as easy as 1-2-3. As long as you smile for the camera and know what to say, you can produce studio-quality video and be the responsive brand you aspire to be.

We empower brands to save money and leverage the power of video – without any of the fuss or production complexity, with brand consistency assured.





A complete bird's-eye view

On the back of increased speed and efficiency in your production cycle, you're left with more time to look at the bigger picture to plan and strategise. However, this is also an area where you can optimise.

Traditionally you would have to manually collect and organise information about ongoing and upcoming projects. With Papirfly you always have a bird's-eye view of your whole marketing operation – who is working on what, expected delivery dates, upcoming campaigns both short-term and long term, and how it all fits together. With all the relevant information at your fingertips, it's easy to be prepared, efficient and in control – whilst keeping all involved stakeholders and creatives in the loop. No duplicated effort, less wastage, more time to focus on making the most of your marketing budget.



Unmanageable workloads

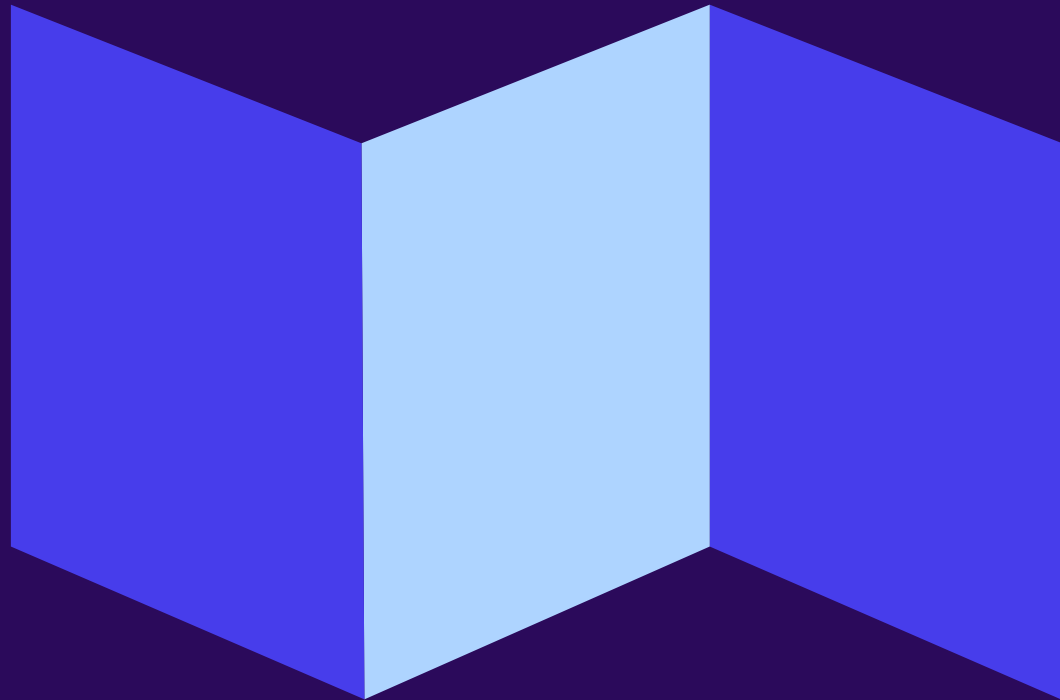
With more opportunities to reach consumers come more assets, greater workloads and shorter deadlines. For too many marketing teams, this has meant rushing through to-do lists and working longer hours to get campaigns out on time – an unsustainable situation.



Solution

Papirfly gives you the ability to organise marketing assets, briefs and timelines using a beautifully simple campaign planner. You never lose sight of important details that can be missed in busy times and your teams become more autonomous.

Future-proof your budget with Papirfly





We can only be so certain about what the future will hold, and for the rest we can only do our best to prepare for the unexpected by driving efficiencies. As the world keeps turning, the future will bring new ups and downs, and when you have Papirfly's brand management platform, you will be prepared to make the most out of the good times, and navigate the challenging times with greater ease.

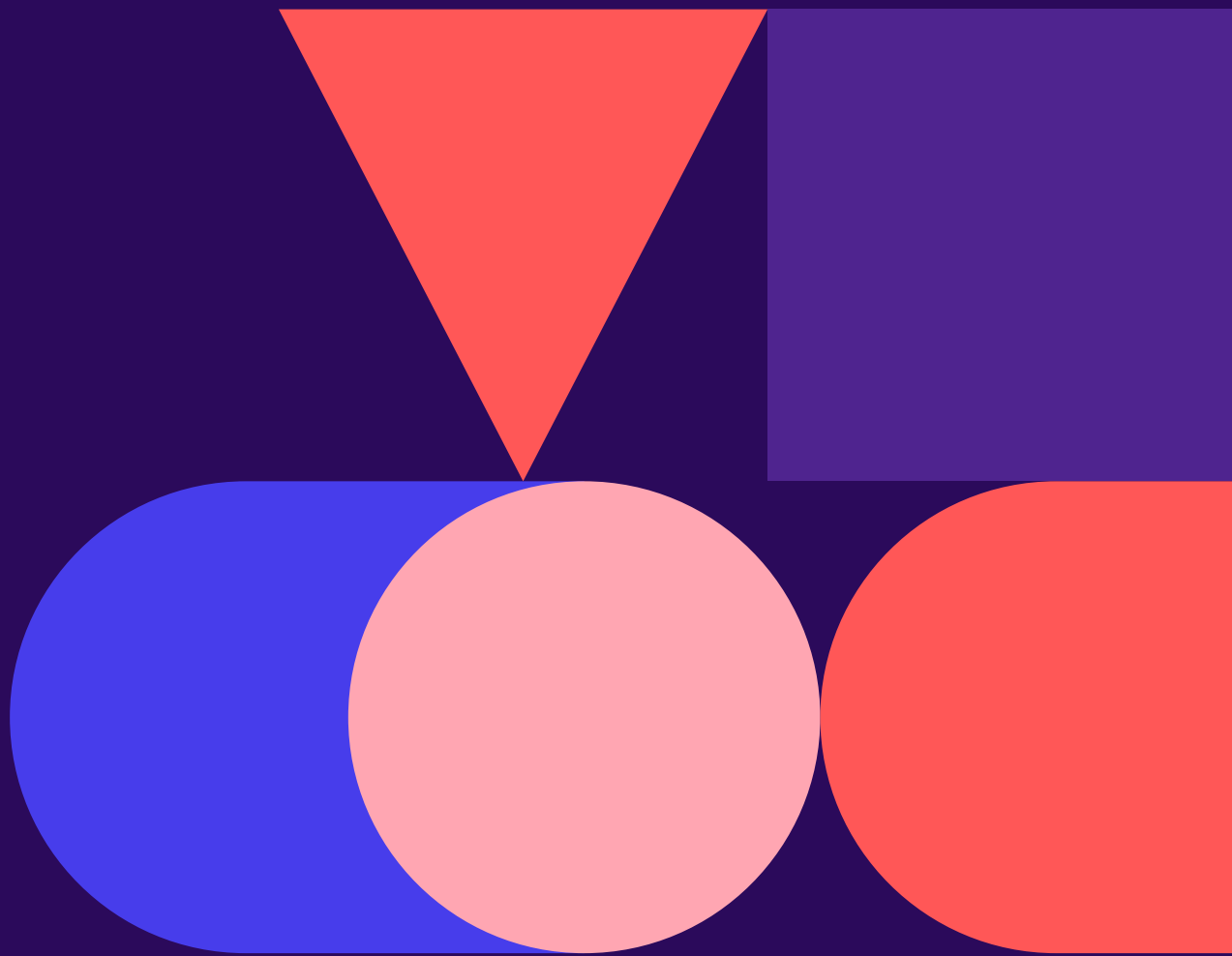
Including Papirfly's brand management platform in your budget delivers that all-important return on investment, empowering your teams to maximise the value of your marketing spend with guaranteed high-quality output – all whilst achieving total, long-term brand governance.



If you're not convinced yet, you will be when you book a demo with us to see our platform in action. There's plenty more than what we've gone through in this little guide that Papirfly can help you with – both in terms of saving costs and empowering your brand.

Get started on future-proofing your budget today.

Why choose Papirfly?





Empowering global brands

For over 20 years we've been helping some of the world's biggest brands automate difficult marketing tasks, delivering real value in brand governance and employee autonomy.

Every brand has a promise – and ours is to deliver quality, consistency and efficiency for each and every one of our industry-leading clients. If you believe there's a better way for your teams to be more productive, you've found the answer.

Our brand management platform transforms the way marketing teams work, empowering the creation and delivery of studio-quality assets across all channels in a matter of minutes – strengthening brand governance and providing every location to stay aligned to the brand whilst speaking directly to their customer base.

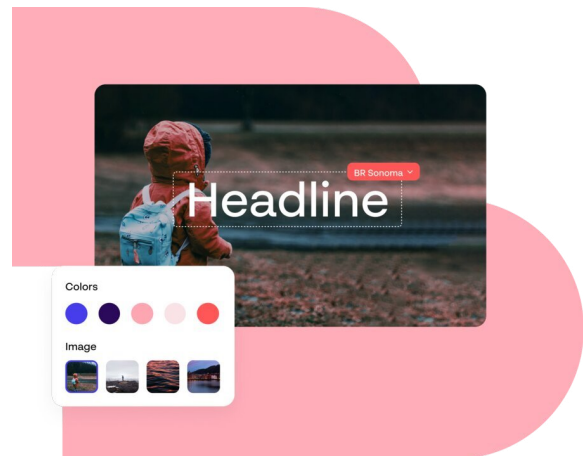


How can Papirfly do this from one single platform?

One home for your brand

Educate

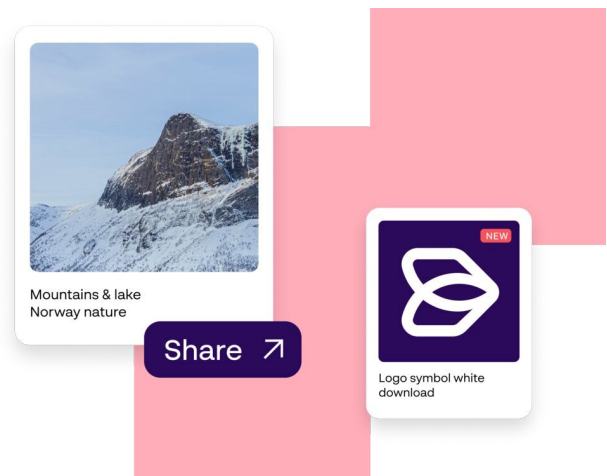
With Brand Hub, prepare everyone across your business to champion your brand with an undisputable single source of truth – cultivating a consistent, global experience of what your brand stands for.



End-to-end brand activation

Manage & Share

Effectively organise material with Digital Asset Management (DAM), align marketing operations and plan effectively, approving and assessing multiple campaigns – governing usage across all touchpoints and giving marketing teams a clear sense of direction.

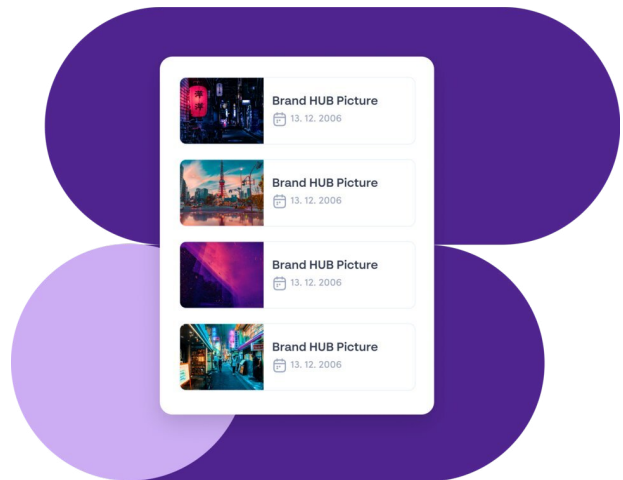




A bird's-eye view of your brand

Plan & Collaborate

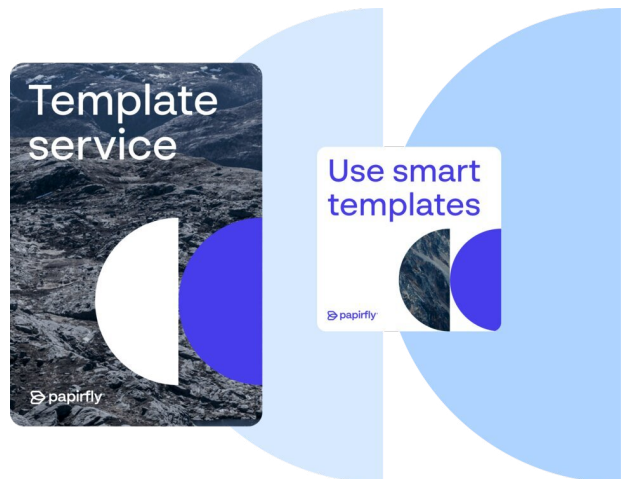
Oversee and align your organisation by creating streamlined processes – giving tailored access across all asset-creation templates as you create clarity around marketing materials and the campaigns they serve.



Asset consistency across your global brand

Create & Activate

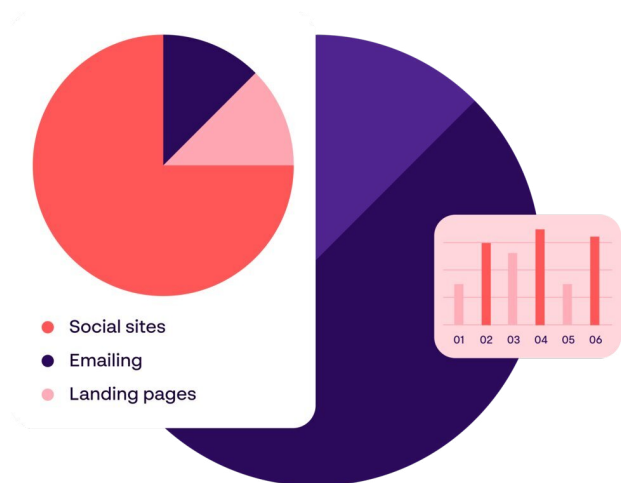
Customise templates so all digital and print collateral is already pre-approved for studio-quality asset creation by in-house teams – our Template Studio provides a positive user experience and peace of mind that you're creating a responsive brand for your global customers.



Driving brand strategy based on valuable data

Measure & Optimise

Access insightful reports and identify trends and market needs through user-level analysis – comparing different campaigns and gauging success with full visibility of asset creation and volume to guide future output.





Brand management - a better way

Papirfly provides an all-in-one solution for:

Employer branding

Recruit, retain and empower the best talent to make you the employer of choice in your sector and create loyalty with a clear and consistent global employer brand.

Corporate

Establish a central, united, global identity and create a responsive culture that speaks with one visionary voice across all teams and regions.

Retail branding

Deliver a fluid, uninterrupted and completely consistent omnichannel experience to – online and in person – and maximise your bottom line.

Distributed marketing

Integrate your campaigns with any channel, speeding up time to market, giving everyone who sells your brand to do so with the nuances needed at a hyper-local level.

Book a demo and discover the possibilities

A member from our team of experts will guide you through a live demonstration of our platform, helping you to further understand how brand management empowers your marketing operations.

Ask any questions, see our solutions in action and get the bigger picture of how our all-in-one brand management platform can increase ROI whilst improving and never compromising brand consistency.

[Book a demo today](#)

Ready to talk?

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LinkedIn
Explore our Resources

Contact us

www.papirfly.com

