gateB

Transforming Digital
into Value

Smart Brand Management
UNLOCK THE POWER OF YOUR BRAND WHILE HELPING YOUR TEAM DO MORE IN LESS TIME

Customer expectation is skyrocketing. According to research from Salesforce, 75% of customers expect a consistent, seamless experience across touchpoints and channels, and 73% will switch brands if your company fails to deliver.

Growth in customer expectation is far from marketers' only concern, though. They are also tasked with navigating a rapidly growing number of marketing technologies while managing an increasing number of assets and deploying them across more and more channels. Automated touchpoints at scale require clean and integrated brand management. At the same time, new digital business models require brands to be fluid. Even as the brand needs to be consistent and memorable, marketers also need a way to quickly and flexibly handle brand management.

All of these issues come back to the same challenge: today's marketers have a herculean task ahead of them trying to manage their brand.

Here, we take a closer look at the brand management challenge marketers face today – and the smart solution they need.

Challenge:

**ORGANIZATIONS STRUGGLE WITH BRAND CONSISTENCY
BECAUSE OF DISPARATE GUIDELINES, DISCONNECTED TOOLS,
AND SCATTERED ACCESSIBILITY**

Consumers expect more (consistency, engagement) while, at the same time, marketers have to manage more (assets, channels). On top of that, they need to provide the right level of access to the right assets to a variety of stakeholders, including press, partners, and colleagues in different departments. In an effort to keep up, many organizations have launched a myriad of tools and technologies. They've developed style guides and brand guidelines, along with templates and approval processes.

The growing suite of tools organizations use in an effort to better manage their brand include:

- *Digitally available static and/or dynamic (i.e., updatable) style guides*
- *DAMs*
- *Collaborative workspaces*
- *Brand-consistent templates*

According to research from Salesforce, 75% of customers expect a consistent, seamless experience across touchpoints and channels, and 73% will switch brands if your company fails to deliver.

ORGANIZATIONS ARE REACHING TOWARD A COMMON GOAL: CONSISTENT BRAND MANAGEMENT THROUGH STREAMLINED PROCESSES

Is all of this work really worth it? Yes.[1]

- *Brand consistency increases revenue by 23% to 33%*

- *Just 26% of companies have brand guidelines that employees can easily find*

- *Presenting your brand consistently can triple brand visibility*

- *32% of B2B marketers say the content creation process at their organization is fair or poor*

- *Something as simple as consistent brand color usage increases consumer awareness by 80%*

MOVING FROM A STATIC BRAND PORTAL – OR LACK THEREOF – TO A FLEXIBLE SOLUTION

The data show that good brand management makes a significant difference in the success of an organization's marketing efforts. So, yes, all of the work marketing leaders and teams put toward brand management makes sense. The problem is that the effort does not necessarily translate into results.

Creating brand guidelines is not enough, for example. You also need to make sure that each member of your team can access them and that any updates get published at those access points. Furthermore, you need to be able to grant access to the appropriate stakeholders, both internally (e.g., in different departments) and externally (e.g., press, partners). Additionally, you need a way to ensure that the work getting done complies with the most current brand guidelines.

In other words, far too many brands struggle with brand consistency not because they don't have tools or processes, but because those tools and processes are not aligned. Here, many brands have turned to monolithic and static brand portals. While they might be a good starting point, many marketers see the need for them to give way to more flexible and collaborative methods that are easy – and maybe even fun – to manage and use.

To automate touchpoints at scale, marketers need brand management that's both holistically integrated and clean. They need a digital design system that can help them utilize the best assets for the task at hand while guaranteeing compliance with brand guidelines. They need processes that are flexible and easy-to-follow.

In short, they need smart brand management: an integrated, user-friendly solution that marries digital design systems with customer-facing automation engines.

THE QUESTION IS: WHERE DO YOU STAND WHEN IT COMES TO SMART BRAND MANAGEMENT? TAKE THE TEST WITH FRONTIFY'S BRAND MANAGEMENT MATURITY MODEL.

Frontify offers a tailored brand management maturity model that scales with each stage of your trajectory. ***Learn more here.***

Is now the time to put a bigger focus on brand management at your organization? It is – if you answer yes to any of these questions:

- *Are marketing materials leaving the organization that are not aligned with brand guidelines?*

- *Do internal teams disagree about marketing and branding best practices?*

- *Does your team spend a lot of time on rework to create assets that already exist?*

- *Are workflows slow, bottlenecked, or confusing?*

- *Is your brand struggling to meet customer expectations for personalization?*

- *What about their expectations for a consistent experience across channels and at various online and offline touchpoints?*

- *Does your marketing team lack a single, accessible source of truth for brand guidelines?*

- *Is your team creating new marketing materials from scratch rather than leveraging templates?*

- *Is it a challenge to audit the strength of your digital brand?*

If you answered yes to even a few of these questions, you have an opportunity in front of you to strengthen your brand.
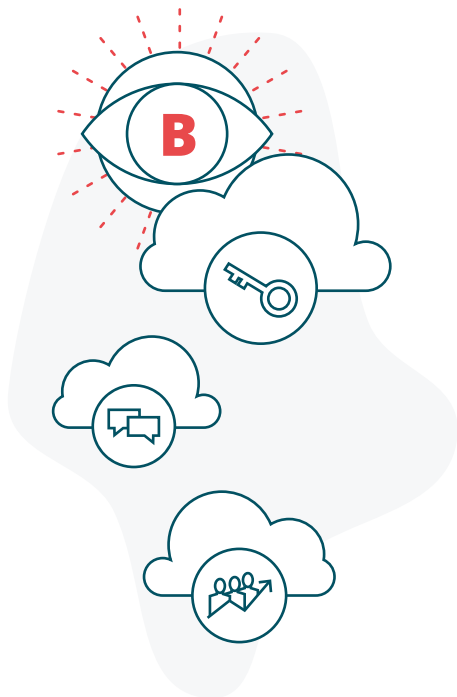
Solution:
AN ACCESSIBLE, EASY-TO-USE BRAND HOME

You're probably already using centralized, portal-based solutions at your brand. You might have deployed a CRM for your business contacts or a DAM for your marketing assets, for example.

Why shouldn't your brand have the same type of tool: a single, versatile platform to support its success? Thanks to technology providers like Frontify, it can.

With Frontify, you get an all-in-one brand management platform to enable smart brand management for your entire team. With this platform in place, you get:

- *A home for your brand guidelines where they can be customized (by the people with the proper approvals) and shared to the right degree with the relevant internal and external stakeholders*

- *A DAM for everything from one-off assets to fully fledged libraries*

- *A place for projects to live, including a design system*

- *Integration with other tools, from the Adobe Creative Cloud and Microsoft Office 365 to Slack and Templafy*

- *A hub for people to connect, collaborate, and share feedback*
  - *Seats for brand managers, marketers, designers, and anyone else on your team*
  - *Workflows including tasks, feedback, and approvals*

- *Templates (including integration with Templafy)*

- *The ability to audit your digital brand*

- *Web and print publishing functionality*

By adding a smart brand management home to your martech stack, you ensure that even as customer expectations and demands on marketers grow, your brand presents in a consistent way. You get a tool that safeguards your brand integrity while helping your team do more work in less time.

TURN THE KEY ON SMART BRAND MANAGEMENT

If smart brand management sounds like a good idea but you can't imagine trying to take on the project of integrating another software, our team is here to help. We are experts in both brand management and creating an integrated martech stack. That means that we can help you find the right tools to support your brand and seamlessly integrate them with your existing marketing technologies.

Whether you would like to learn more about brand management in general or technology that can help, we would be happy to assist you.

Contact us.
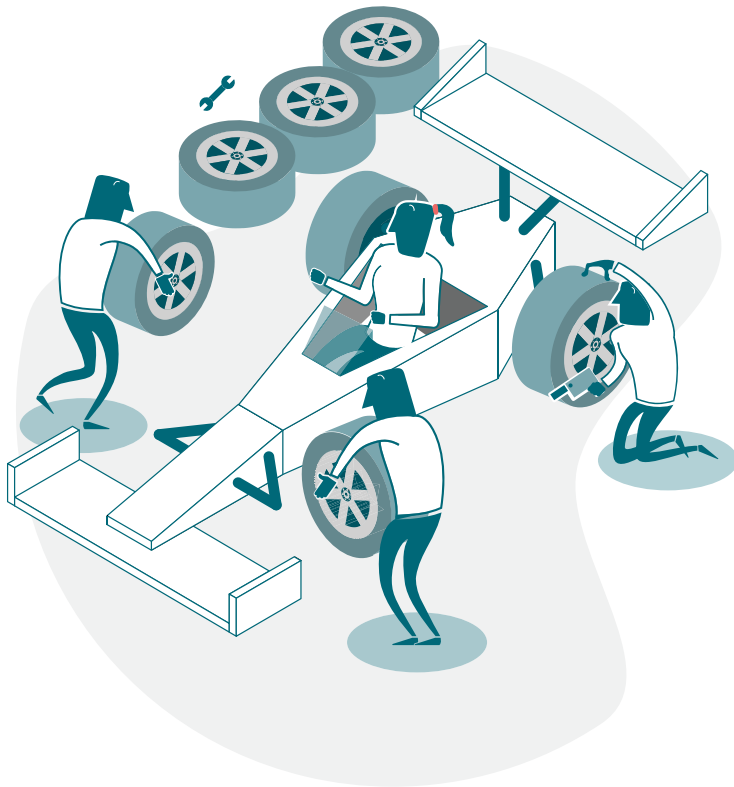
gateB

ABOUT gateB

gateB is a consulting and implementation company that empowers national and international companies to unlock their digital potential and enable faster and smarter customer and investor relations.

With the intelligent use of data and technologies, we transform relevant business processes and generate quantifiable added value for companies and brands. gateB was founded in 2009 and employs more than 85 consultants, implementation specialists, and data scientists in Switzerland, Los Angeles, and Singapore.