Maximize Your Brand + Content Management

Meet your customers' omnichannel needs without busting the budget.

Getting everyone on the same (brand) page—from content to physical goods—with branded content management.

Marketers today know that content is the most effective way to engage customers with their brands, and they know customers are demanding those connections—formed and nurtured across multiple platforms—now more than ever. The relationship formed through branded marketing content is, in many ways, the foundation of the customer experience, and that's not to be taken lightly.

All Things Print

Landing Pages & Microsites

Multichannel Marketing Campaigns

Modular Templates & Ad Builders

In-Store Displays / POS / POP

Brand Assets, Content, Premiums & Wearables

In fact, research shows that [86% of customers would pay more for a better experience,](#) and [73% say a positive experience with a brand drive their loyalty](#).

Marketers are working today with fewer resources than ever[*] and branded marketing content management is rarely optimized like any other business strategy.

Instead, it's seen as more of an art—or even some kind of magic—that can't be quantified, systematized, or streamlined. Unfortunately, however, the lack of processes, strategy, and centralization leads to inefficiencies, wasted resources, and missed opportunities for marketers and the brands they're championing.

Here's the good news: branded content management can be optimized, allowing marketers to meet customers' needs for personalized, localized, omnichannel engagement without busting the budget or sacrificing quality.

> → **The solution? A branded content management process.**
>
> In this e-book, we'll show you the ins and outs of branded content management—what it entails, who can benefit, and how it empowers local and national marketers to achieve big results on shrinking budgets—by leveraging a distributed marketing platform with full brand and content management capabilities.

Gartner. [*]Gartner reports that marketing budgets fell from 11% of company revenue in 2020 to just 6.4% in 2021

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Gartner defines branded content management:

"From a technology perspective, branded content management is the automation of processes from initial creative idea through to production and storage and, ultimately, to the fulfillment of branded content in the field and across various channels/media."
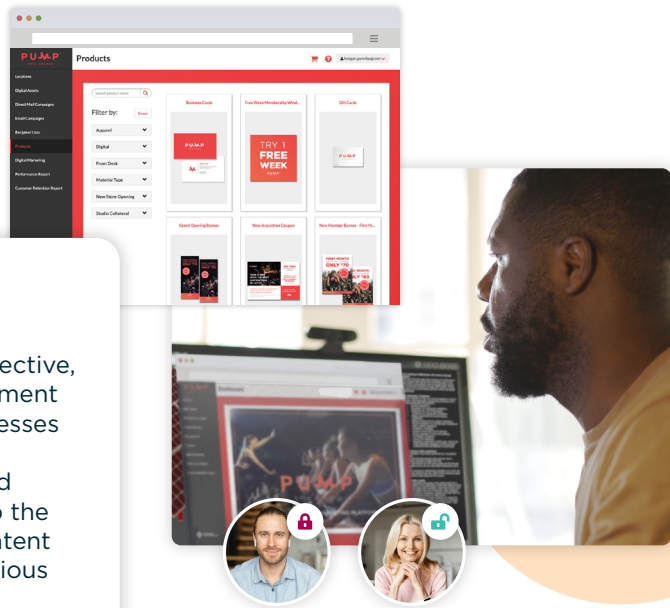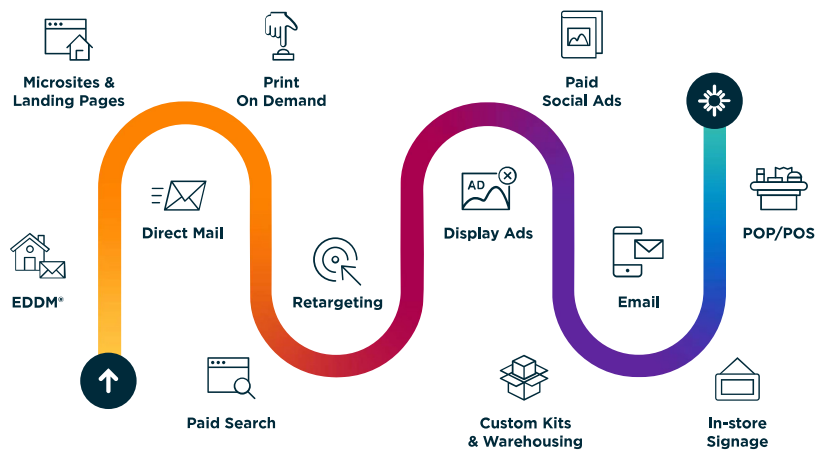
What is branded content management?

1. How is content management defined?

Branded content management automates the creation, management, production and distribution of localized, personalized campaigns, assets and content, delivered through a variety of online, offline, and in-store channels—all while maintaining consistent brand design and messaging and, where applicable, airtight compliance with security regulations.

Sounds like a tall order, but it's also the foundation of successful marketing. Fortunately, with the right systems and technology in place, creating and delivering high-powered multichannel marketing campaigns—and assets—can be done in a snap.

Microsites & Landing Pages · Print On Demand · Paid Social Ads · Direct Mail · Display Ads · POP/POS · EDDM* · Retargeting · Email · Paid Search · Custom Kits & Warehousing · In-store Signage

2. What are the 4 core components of a successful branded content management plan?

✔ **Branded Content Management:** A centralized brand hub or content repository ensures all marketers know exactly where to find any assets or components they need, anytime they need them—then supports production to deliver across channels.

✔ **Strategic Planning:** Lack of visibility into inventory, campaign performance, etc. can jam up content strategy. Optimize with full transparency into every facet of marketing.

✔ **Automation Process & Workflow Management:** A lengthy approval process can delay time-sensitive marketing campaigns. An automated system can make this much easier and more efficient.

✔ **The Right Foundational Tech:** Manually managing branded content would be a waste of talented marketers' time. The right tech platform makes it easy.

3. Who benefits from branded content management?

Any business, of *any* size, in any industry, that communicates with customers need a better way to manage that communication. Customers demand personalized experiences with the brands they buy from, whether they're shopping for sales software for their organizations or athletic gear for their families. And B2B and B2C companies in every industry are heeding that call, with Forrester reporting that 89% of digital businesses—from Coca-Cola to Sephora to Wells Fargo—are investing in personalized content.

Content Operations at Any Size

Think your business is too small—or too big—for marketing content operations? Think again!

- **Small businesses & startups:** With all but nonexistent budgets, resource efficiency is paramount. Without content operations, you're spinning wheels and burning money.

- **Mid-market businesses:** As you expand to new markets and grow your offerings, communication with new audiences will be a key driver of growth. The more streamlined those efforts, the more powerful your results.

- **Large businesses:** When your organization is sprawling, with large marketing teams spread across the country, brand consistency and regulatory compliance can fall away without the proper systems in place.

Four ways branded content management empowers marketers at the national and local levels.

1. Make every brand representative a CMO

Content management operations make every brand representative—franchisees, retailers, channel partners, and dealer networks — a CMO. With the right systems in place, anyone can leverage traditional, social, and digital channels to create and launch local marketing campaigns while keeping your business on message and on brand.
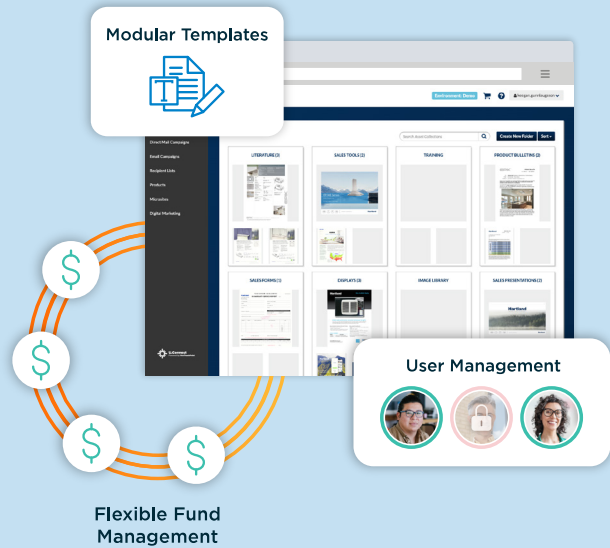
CENTRALIZED CONTENT

A centralized content hub—or single source of truth—at the core of your brand management strategy is a time-saver in three ways:

→ *Global leaders don't have to worry about which reps got the latest version of what assets—or spend time managing requests to resend approved versions.*

→ *Local reps don't have to dig through their inboxes and sift through old emails to find the latest version of what they need—which likely is outdated and possibly non-compliant.*

→ *Manage who accesses what content, premiums, signage, kits and more at the user level with complete access controls.*

The result? Your users know exactly where to go to quickly grab whatever collateral they need, and they can access it twenty-four-seven.

MODULAR CONTENT

Modular content is content that's been divided into "blocks," reusable components that can be remixed into any number of assets for any number of channels. Think text blocks like disclaimers, value statements, or product descriptions, and visuals like product shots, approved brand imagery, logos / partner logos, or infographics.

These modules are created, approved, and distributed so that anybody with a hand in marketing campaign creation has easy access whenever they need it. This ensures global brand consistency—eliminating any temptation to start from scratch or reinvent the wheel—while giving users the flexibility to use customizable modules and fields to create relevant promotional assets in local markets.

STREAMLINED APPROVAL WORKFLOWS

It can take significant time for a ready-to-go social media advertisement or POS flyer to bounce from inbox to inbox, waiting for signoff from all necessary parties. This can delay time-sensitive marketing campaigns, leading to missed revenue opportunities or encourage local marketers to "go rogue," proceeding with unapproved materials that could compromise the brand.

Of course, the easy access to approved content and modular templates alleviates much of the need for collateral approval, but in the instances that something does require review and sign-off, an automated system, housed in the same platform as the content, itself, can make this much easier and more efficient.

SIMPLIFY ORDERING, PAYING & TRACKING

Corporate marketing leaders can't control cost or quality if they don't know who or what local reps are using.

Giving local marketers on-demand access to the branded content and products, accomplishes two things:

Local reps can easily order materials and have it delivered directly to their location—skipping the corporate middleman and saving time in the distribution process.
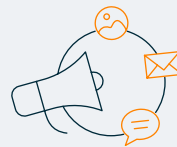
Corporate marketers can be assured that local marketing campaigns will uphold quality standards without busting the budget.
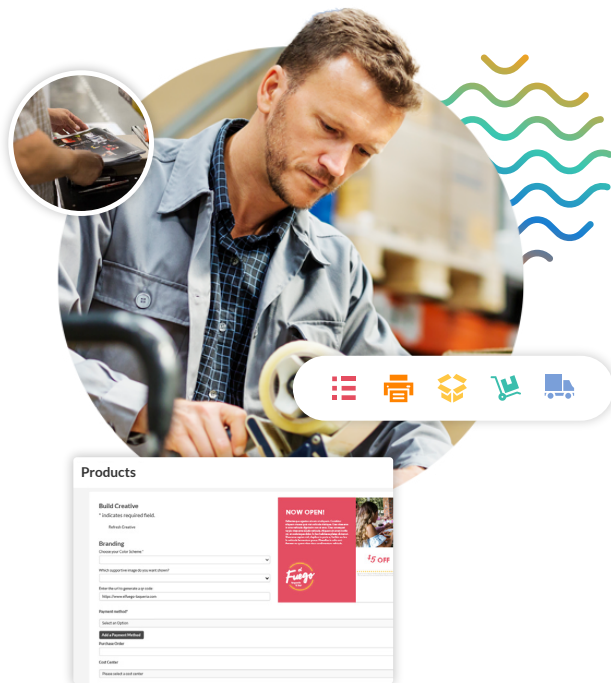
Selecting a partner with ordering, payment and production tracking in a centralized platform makes it easy for anyone to create quality, cost-effective print collateral—from business cards to in-store displays. On-demand access to approved assets and goods with varies payment options (credit card, MDF, co-op dollars and more) allows you to fully automate your order management operations. Then, once produced, the order is picked, packed and shipped directly to the location specified, bypassing corporate marketing to repack and reship.

2. Maintain customer trust

For today's consumers, choosing a brand to buy from is about much more than the product itself. Overwhelmingly, this decision is based on trust.

Customers are looking for brands they can be confident will deliver consistently great experiences, demonstrate integrity, and share their social values. All of this starts, of course, with communication. And a solid branded content management plan can help drive that communication, easing the logistics burden so marketers can focus on the message.

HIGH-PERFORMING COMMUNICATION ACROSS ALL CHANNELS

A potential customer's trust in a brand is built, in part, on the brand's perceived integrity and competence, and both can be communicated through consistency in both messaging and design.

Think about a time when you received mixed messages from a brand or an individual. Did you wonder whether they were trying to hide something? Or whether they were struggling to get organized behind the scenes? The same thing will happen when customers receive contradictory messages from brands.

Vendors with Branded Content Management capabilities—covering everything from the creation to the production and shipment—help brands ensure their audiences are seeing the same core messages, in the same colors and fonts, across every channel. This consistency will breed familiarity and the impression that a brand is operating with integrity and firing on all cylinders.

81% of consumers want to buy from brands they trust to "do the right thing."

90% of consumers are willing to pay more when it comes from a brand they trust.

71% of consumers say they'll stop purchasing from a brand if their trust is broken.
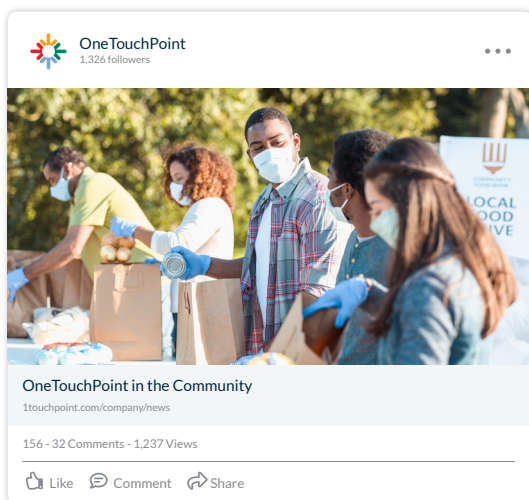
88% of customers hope or expect brands to "keep the public fully informed regarding changes in how the brand is operating and in how to gain access to its products and services."

77% of consumers want to buy from brands that share their values, and 55% believe companies can play a bigger role than governments in creating a better future.

- Did your organization make a significant donation to a global charity or organize a company-wide volunteer day for a local nonprofit?
- Does your new packaging dramatically reduce your carbon footprint?

Your followers want to know!

OneTouchPoint
1,326 followers

OneTouchPoint in the Community
1touchpoint.com/company/news

156 - 32 Comments - 1,237 Views

👍 Like   💬 Comment   ↪ Share

RELEVANT INFORMATION FOR EVERY CUSTOMER

Outdated or irrelevant information will erode trust faster than it builds it. At its most basic, this means providing up-to-date information, such as current sells as opposed to expired promo codes.

But it's more than that. For brands with a brick-and-mortar, presence in multiple areas, making messaging relevant means localizing it with information and language that's pertinent to every community, such as local contact information, store hours, or regional terminology (think soda vs. pop). It's also tailored to the audience's history with the brand, showing products, services, and offers that are relevant to previous interactions and make customers feel as though a brand values them and wants their business, specifically.

That fine line between consistency and customization can be tricky to navigate, but a strong technology platform—combined with production and fulfillment capabilities—can ensure the right audience receives the right message—across every channel, every time.

CONFIRMATION OF COMPANY VALUES

Trust-building communication needs to go beyond consistent design and captivating messages. It also needs to highlight your company's values.

Share your company values and the impact of your CSR initiatives via social media posts, email newsletters, and more in order to show potential customers why particular social initiatives are important to your company and what kind of impact they have on the community. Consumers today want more business engagement on social issues, and when potential customers see how dedicated a company is to social values that align with theirs, that brand will become a front-runner in their purchasing decision.
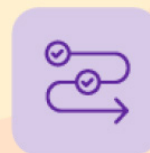
3. Mitigates risk

We've talked a lot about the importance of brand consistency, and for good reason. With 73% of customers saying they'll take their business elsewhere if their branding expectations aren't met, the stakes are high.

Branded content management mitigates the risk of a poor engagement experience driving customers and potential customers away, but it does more than that. Centralizing approved content and taking the lag time and guesswork out of approval processes. And for regulated industries like finance and healthcare, modular templates ensure legal verbiage is set by the organization, then locked down, keeping the messaging compliant in every communication.

For heavily regulated industries, it may be tempting to keep marketing as simple as possible, playing it safe to minimize regulatory risks. That strategy, however, leaves a lot to be desired in terms of attracting new clients and building trusted, long-term relationships with current customers.

Optimizing branded asset creation, approval, and distribution through a platform that supports branded content management is the key to empowering both corporate teams and far-flung local leaders in these industries to create and distribute rich, engaging multichannel marketing campaigns—without worrying about regulatory infractions.

4. Powers growth & agility

By automating so many time-consuming manual processes, a technology platform can easily manage your branded content operations, giving companies the ability to truly saturate the market with their most important messages, ensuring audiences are encountering their brand everywhere from their social feed to the mailbox to walking down a store aisle.

Email Campaigns

Traditional Marketing:
Direct Mail & EDDM

Web & Local
Landing Pages

Social Media
Advertising

Digital
Marketing

Marketing Services
+ Creative

BRAND RECOGNITION

A OneTouchPoint client saw a return on marketing spend of over 500% when combining direct mail, Google Paid Search, Facebook / Instagram ads. Why? Because multichannel marketing breeds familiarity.

When a potential customer has seen your ads in their newsfeed—whether they consciously noticed them or not—they'll be primed to pay a little more attention to the email in their inbox and, later, the postcard in the mailbox. When marketing teams can provide consistent design and messaging across a variety of channels, the enhanced brand recognition will pay off in big ways. And while typical content management may yield piecemeal efforts, purpose-built platforms will enable a robust multichannel marketing strategy that increases brand awareness.

Did you know? A signature color can cause an 80% increase in brand recognition.

QUICK TIME-TO-MARKET

Branded marketing content is often time sensitive. Whether you're supporting a grand opening, sharing information about new store policies, promoting a limited-time offer, or pivoting your business model to stay ahead of the competition, lags in digital or physical distribution can lead to serious missed opportunities. But with all the efficiencies a technology platform enables, the corporate marketing team can empower the rest of the organization to turn on a dime, rather than holding everyone back (and potentially losing customers' interest) with disorganized, inefficient workflows.

Ready to embrace branded content management?

The pressure is on for local and national marketers to deliver high volumes of personalized, localized content via an ever-growing list of digital and physical channels. If you're ready to streamline those efforts—minimizing expenses, maximizing impact, and mitigating risk—it's time to embrace content operations as the framework that supports all of your brand and content requirements.

And at OneTouchPoint, we pride ourselves on being the perfect branded management partner for clients in a variety of industries. Our goal is simple—enable your brand and content through our U.Connect platform making it accessible (to approved users) anytime, anywhere and anyway.

With branded + content management powered by OneTouchPoint, marketers can ensure the powerful messaging and eye-catching design they've worked so hard to create have the desired impact on every audience.

Brand Management

Modular Templates

Asset Management

User Access Controls

Flexible Fund Management

Local Marketing Services

Traditional & Digital Marketing

Dynamic Local Pages

Direct Mail Automation

All Things Print

Displays & POS

Kitting & Fulfillment

BI & Analytics