## OneTouchPoint

# 5 Reasons to Centralize Your Marketing Efforts

Leveraging Technology to Keep Your Brand
In Lockstep with Your Business

**As omnichannel marketing becomes the new normal—customer expectations are at an all-time high. 75% of customers expect consistent experiences across multiple channels, with 73% likely to switch brands if they don't get it.[1]**

One growing concern is keeping costs in check while meeting customers' elevated expectations for seamless brand experiences across a proliferating number of marketing mediums and channels. This is especially challenging for enterprise organizations managing multiple distributed offices or field sales teams; businesses with local presences or storefronts; and companies with dealer networks, affiliate or franchise operations.

**Every touchpoint can make or break a brand's relationship with its customers, 76% of whom say that it's easier than ever to take their business elsewhere.[2]**

With more choice, more access to information, and less incentive to be loyal, today's customers are firmly in charge of their relationships with companies. 80% of customers say the experience a company provides is as important as its products and services.[3] Today's enterprise marketers are under increased pressure to maintain global oversight of the experiences customers have with their brands and at the same time eliminate roadblocks to the fast deployment of local marketing campaigns.

**Modern organizations need a centralized solution that keeps their brand in lockstep with their business, enabling the seamless execution of marketing programs at scale—across regions, offices, affiliates, partners, franchises, and storefronts.**

[1] Salesforce
[2] Ibid
[3] Ibid

In this ebook, we'll cover five compelling reasons to implement a technology solution that supports the end-to-end management of local, national, and global marketing campaigns and programs from creation to distribution—putting you in command of your brand.

1. **Protect Your Brand Reputation**

2. **Improve Marketing Performance**

3. **Arm Your Teams for Success**

4. **Accelerate Time-to-Revenue**

5. **Capture Economies of Scale**

## Invest in Technology & Reduce Wasted Spend

Gartner's CMO Spend Survey 2018-2019 shows marketing budgets leveling off, with marketing leaders compelled to demonstrate the business value of their efforts in uncertain times. CMOs must appease CFOs' expectations for ROI to justify future budgetary commitments.

CMOs are looking to new marketing technologies, investing nearly 29% of their budgets (up from 22% in 2017) in solutions that enable them to achieve economies of scale, deliver consistent communications, and gather performance metrics that prove marketing value.

# 1. Protect Your Reputation Through a Central Brand Command Center

**What is a brand really worth? Well, the answer is about 17% of your business value if you're a corporation, and 20% if your corporation happens to be among the S&P 500.**[4] Brand value is a vital element of leading companies' success, an intangible asset on the balance sheet that serves as a marker of customers' willingness to pay (i.e. their willingness to pay more for one of two items of identical quality).

Brand is such an essential factor to a business' success that Interbrand publishes a list of the "Biggest Global Brands" annually, valuing brands based not just on the financial performance of the branded product or services, but also the role the brand plays in purchase decisions and the brand's competitive strength.

Protecting your brand is obviously of vital importance, but if you're a distributed organization, how do you make sure your brand message and experience stays consistent from headquarters through the field, local partner, or distributor—without shackling their ability to launch localized programs and campaigns?

Marketing technology solutions can help you centralize management of your brand, uploading approved digital assets while allowing distributed users to customize text and images, order kits of materials and signage, or electronically download localized marketing materials—all while staying in compliance with brand guidelines.

> **Nearly 2/3 of enterprise marketing managers have adopted new technologies within the last year for enhanced control of their brand initiatives.**[5]

[4] OceanTomo
[5] Skyword

# 2. Improve Marketing Performance with Exceptional Customer Experiences

As we discussed earlier, the omnichannel customer experience has emerged as the primary decision factor in purchasing products and services, but that's not the whole story. Remember the willingness to pay metric discussed in the last section? Well, research shows that the experience your customers have with your brand across touchpoints doesn't just impact their purchasing decision, but also how much they're willing to pay for your offerings.

67% of customers report that they're willing to pay more for exceptional brand experiences.[6] That's right. Investing in ensuring a consistent experience across all your communication channels and marketing programs or campaigns has a tangible effect on your bottom line. And not only will they pay more, but they'll share their experiences with others. Happy customers beget more happy customers, creating a multiplier effect.

Likewise, unhappy customers beget … well, fewer customers. 62% of customers (business or consumer) will share their bad experiences with others, eroding the value of your brand. Whether it's the presentation your local sales rep gave them, the messaging on the direct mail piece they received from your local franchise, or the perceived quality of the in-store signage at the nearest retail location—every communication between your brand and your customers is an opportunity to win or lose not just their business, but all the business they might have referred. **Over 53% of leading companies claim that field and local interactions have the most significant impact on buying decisions and loyalty**.[7]

Technology platforms for digital asset and marketing execution management enable global control of the local experience business buyers and consumers have with your brand, regardless of whether they're receiving communications from headquarters or from a local partner or representative. High-quality photography, compelling messaging, and targeted offers can all be accessed through one central portal for immediate use and results.

> Companies leveraging technology are 23% more likely to deliver local marketing campaigns that are in alignment with corporate brand and messaging guidelines—elevating the customer experience.[8]

[6] Salesforce
[7] Corporate Executive Board's Sales Executive Council
[8] Aberdeen Group

# 3. Arm Your Teams for Success with Easily-Customized Brand Assets

**A recent study revealed that three out of five local business partners execute marketing entirely on their own—a significant increase from the previous year.**[9] From creating flyers to brochures, promotional offers and in-store signage, sales presentations and more, these multi-tasking people are the agents of your brand—and not only are most of them missing the right skills to serve as an in-house marketer, but they're also stretched thin.

Whether it's a member of your field sales team, a channel partner, or a franchisee—they need access to high-quality brand assets and marketing resources to be effective in their role. Local marketing budgets are tight. According to Gartner, almost half of local businesses spend less than $500 per month on marketing. To win at local marketing, your partners can't waste any of their resources, nor can they afford to make mistakes with their smaller budgets. Local business partners can't absorb a "cost of doing business" in acceptable losses from bad spends and redundant efforts.

Digital platforms for the creation, customization, and distribution of approved-brand assets to local team members and partners enable what Gartner refers to as

"freedom within a framework," promoting brand consistency while fostering a degree of independence among extended stakeholders. This framework helps brands institute clear governance policies to ensure that relevant knowledge and best practices are effectively shared across the network, benefiting both corporate and distributed marketers.

Even better, it helps brands ensure that market development and co-op funds are being efficiently and effectively used to drive sell-through—providing a central location from which to manage the customization and distribution of approved assets. For local partners executing programs on their own, on-demand access to pre-built, high-quality content can be a huge time-saver. For corporations, technology platforms that enable this exchange can ensure funds are used and used well.

> 86% percent of local businesses list co-op and market development funds (MDF) as critical to their ability to execute local marketing—yet 45% didn't use all of their funds last year, citing "time" as the top reason why.[10]

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[9] Brandmuscle
[10] Ibid

# 4. Accelerate Time-to-Revenue with Rapidly Deployable Content & Materials

The time it takes to create original content and to route it through multi-level approval processes can be a real deterrent to local business representatives and partners, hampering marketing execution. When you take into consideration that even in this highly-connected, digital age nine out of 10 customers still choose to purchase items locally, the impact that stalled out local campaigns can have on an organization's financial performance can be extensive.

Local reps, partners, and franchisees need the support of a centralized marketing function that can relieve them from the burden of having to create and produce their own corporate marketing collateral promotional offers, print, and digital campaign materials. Technology solutions can be leveraged in this way, easing the workload of local partners, while ensuring marketing execution goes off seamlessly, on-time and, on-brand.

**Companies deploying solutions like distributed marketing platforms to manage this process report a reduction of 25% in time spent assembling and customizing marketing materials at the local level.**[11] Local programs and campaigns can be produced faster, deployed more rapidly, and create more revenue for the company in less time, while also freeing reps, partners, agents, and operators to focus on the core business.

For companies that have distributed sales forces—which on average spend 40% of their time customizing messaging, materials, and presentations—access to templated content that they can make minor adjustments to, produce, and ship all from a central portal can give them 3.25 months of productive time per year for selling.[12]

> 67% of top performing companies have a strategy to centralize brand and marketing functions while empowering local offices to conduct their own marketing efforts.[13]

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[11] Distribion
[12] Ibid
[13] Aberdeen Group

# 5. Capture Economies of Scale with Central Management of Inventory & Funds

Having a global view of the inventory you have on hand (marketing materials, kits, etc.), campaigns that are in flight (corporate and/or local), and ebbs and flows of demand for content and materials (print collateral, signage, direct mail pieces, presentations, etc.) is essential for managing production and costs—not to mention planning purposes. Creating, producing, and distributing items from a central resource center enables insights into their use and performance.

Platforms for the centralized management of marketing programs allow organizations to capture economies of scale, reducing production, storage, and shipping costs, with just-in-time delivery. They also offer businesses the opportunity to assess spend across multiple dimensions, by item, store, region, partner, and more, ensuring that MDF and co-op funds are properly used.

Beyond the efficient and cost-effective execution of local marketing programs and campaigns, technology solutions can provide access to valuable reporting features and multi-channel analytics—providing data-rich insights into conversion and Return on Investment. Multi-channel Marketing Hubs (MMHs), Digital Asset Management Solutions (DAMs), Distributed Marketing Platforms (DMPs), and purpose-built technologies like OneTouchPoint's U.Connect platform are among the technology solutions that support such capabilities.

> 62% of top performers feel that centralizing their brand marketing was a critical factor in their success.[14]

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[14] Gleanster

# Bring Your Brand in Lockstep With Your Business

OneTouchPoint's U.Connect platform helps companies take control of their brand, budgets, and future, serving as a central command center for flawless marketing execution and supply chain management.

U.Connect enables end-to-end management of local, national, and global marketing campaigns and programs from creation to distribution—offering digital asset management, governed localization and customization, Web2Print on-demand ordering and fulfillment, budgetary and financial controls, and in-depth analytics.

Learn more about how OneTouchPoint's U.Connect Platform can help you reduce waste, increase margin, and enable your teams and partners for success.

Visit **1touchpoint.com** or email **info@1touchpoint.com.**

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