

Marketing Content Management

"Marketing is the Final Frontier for major productivity gains." (AMR Research)

Fierce competition continues to drive companies to launch products and promotions faster and to invest more resources in their brand. Brand stewardship – the systematic development, management, and maintenance of brands – is essential. To effectively launch new products and steward its brands, an organization must tightly control the use of all marketing content, without inhibiting its intended widespread distribution. Employee and partner use of these assets impacts brand equity; therefore, the company must deploy its brand images consistently in all marketing and promotional campaigns. This is a fundamental issue that marketing and brand management organizations face with every new product launch, every new promotion or campaign, every interaction with marketing and advertising agencies, every new market and distribution channel.

The challenge is complicated by contemporary realities: the need to manage and adjust brands on a global basis, more complex sales channels consisting of direct and multi-tiered distribution in need of content, an explosion of communication channels from print to web to mobile devices; all in the context of a growing variety of product variants and ever-contracting product release cycles. With so many contributors and so many consumers of marketing content, it's inevitable that shortcuts occur, outdated materials are used, and brand managers lose sleep. It's no surprise that most businesses lack well-defined processes and systems to ensure that their "Marketing Content Supply Chain" is functioning smoothly.

To facilitate effective brand stewardship, marketing organizations require solutions that enhance the development and distribution of marketing content; offer employees and partners self-service access to brand and marketing materials; aid the sharing of assets with agencies; and provide collaborative workspaces where the various marketing contributors can come together to build and execute marketing programs.

A New Approach is Required: Marketing Content Management

Marketing content management is no longer optional. Simply defined, marketing content management



provides a solution to more effectively create, manage, distribute and customize marketing content. Interwoven's marketing content management solutions make it easy for companies to control and deliver marketing content to front-line sales staff and distributors faster, and to customize content to meet the needs of specific prospects, distributors and local markets around the world.

Interwoven identifies four fundamental capabilities as part of its marketing content management solution suite: Creation, Management, Distribution and Advanced Publishing.

Of course, all marketing organizations already strive to collaborate around the creation of content, manage that content, distribute it to those who need it, and (whenever possible) customize it to the needs of specific regional markets and prospective buyers. In larger organizations, these are ongoing activities. To build brand equity and drive growth of revenues, the goal is to streamline these activities to attain greater speed-to-market in product launches and marketing campaigns, control brand consistency, and drive cost savings throughout this cycle to enable more the effective allocation of overall marketing budgets. Studies indicate that 22% of marketing budgets are typically allocated to the post-creative production, management and distribution of marketing content.

Interwoven's customers realize up to \$2 million in annual savings, 75% increase in a marketing organization's productivity and reduce the time it takes to deliver marketing content from weeks to hours.

A Closer Look: A Marketing Content Management Solution Suite

Creation – This activity requires many team members both inside and outside of the organization to be on the same page throughout the course of marketing projects. Solutions that address this function should be capable of expanding to ultimately addressing all elements of high performance marketing – taken in full, this is a



software category known to Gartner Group as Marketing Resource Management. Core elements include:

- Project/campaign planning
- Work-in-progress routing and approval of Marketing Content
- Budget planning
- After-the-fact Campaign analysis

Management – Where does marketing content live as it is reviewed and revised? After it is approved, how is it made available to those who need it? Is it hidden from users not authorized to see it? How is content clearly identified and annotated so that it is easily located? How is it retired when it becomes obsolete? The software category that deals with these activities is Digital Asset Management. Core elements include:

- A central library for all marketing “assets”: photographs and logos, audio and video, datasheets and ads, presentations and documents.
- Metadata management – extracting, indexing and editing “content about content”
- Secure Access Control – enable marketing managers to control who sees what
- Dynamic asset conversion – instantly convert original assets into renditions that meet the specific needs of users and their projects
- Rendition Management – When original assets, such as logos, are revised, unique renditions used within electronic publications are easily updated

Distribution – When marketing content is well organized and properly managed within a digital asset management system, it is necessary to make selected content widely available to those constituents who need access to it. This requires an easy-to-use system for people who are actively looking for the content. In addition, automated procedures are required for delivering specific renditions of content to applications running internally, or on systems belonging to business partners. Core elements:

- Self-service Access – Enable users to help themselves to what they need
- Order Fulfillment – In cases where electronic access to marketing content is not sufficient, order fulfillment software can initiate on-demand print requests and shipments of CDs, integrate with internal accounting systems, and generate usage reports.
- Automated rendering and deployment – the ability to “push” current versions of specific assets to applications and business partners

Advanced Publishing – Advanced publishing software supports the template-driven creation of online and printed product datasheets and catalogs. This solution draws raw materials from the digital asset management system, and combines it with marketing-approved product details maintained in an existing product information system (or a product information system that is implemented to support this application). Taken further, such software can enable extended sales and marketing teams to rapidly generate product catalogs and brochures that are personalized and tailored to the interests of specific customers. By helping sales to promptly deliver targeted materials to specific buyers, advanced publishing solutions can be extremely effective in driving top-line revenues.

Best Practices – Making the most of Marketing Content Management

Regardless of how efficiently an organization’s marketing content supply chain operates today, every business has marketing content that needs to be effectively managed, easily accessed and efficiently distributed to sales staff and business partners. A great deal of the issues and high costs surrounding the creation, production and distribution of marketing content can be addressed rapidly by first implementing the digital asset management capability. From there, each organization must determine their next priority: Marketing Resource Management and creative collaboration to eventually streamline all marketing operations, or Advanced Publishing software that delivers new capabilities to the extended sales force.

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