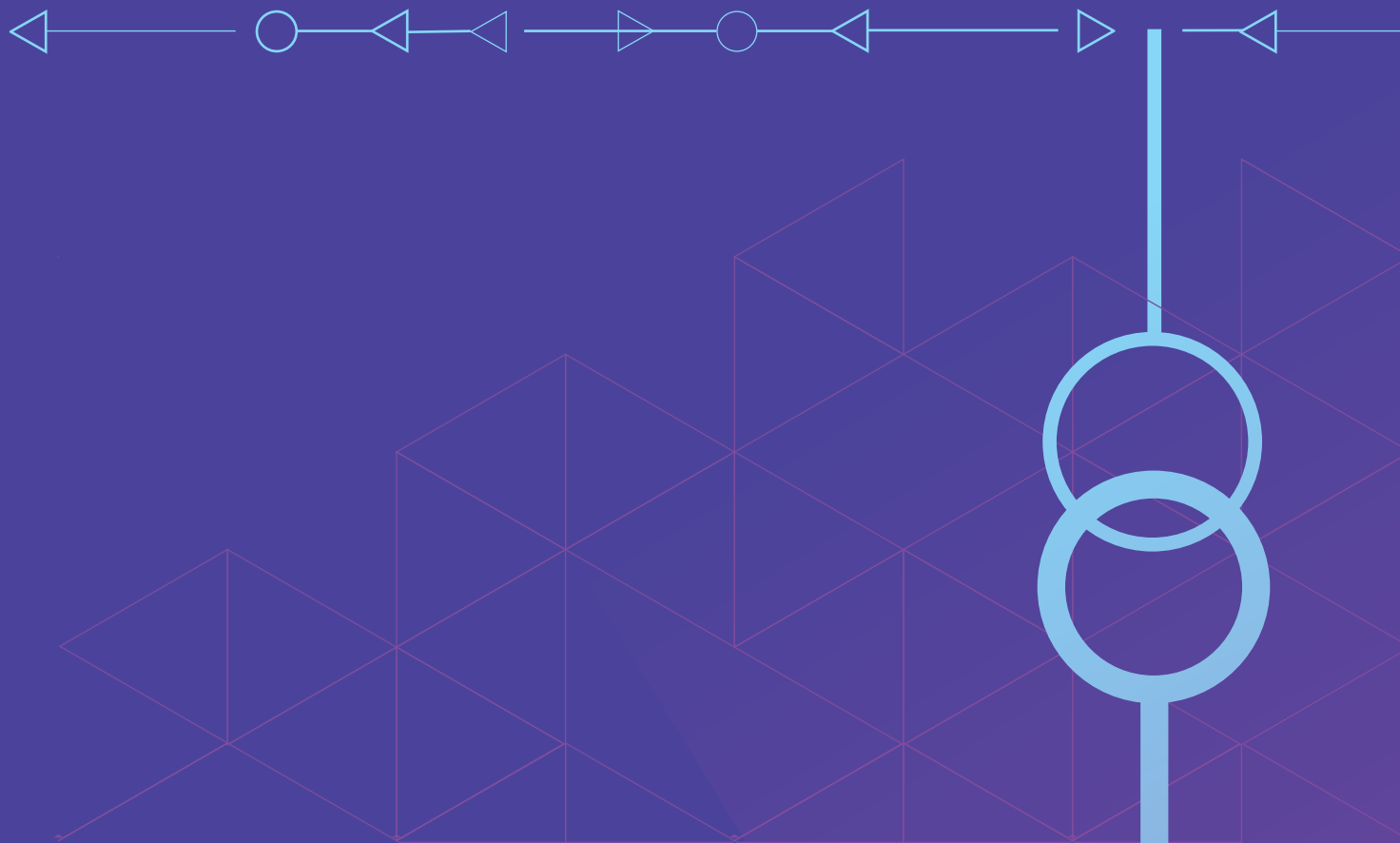



# MARKETING CONNECTIVITY

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How to forge stronger customer  
relationships in a multi-channel world



brandworkz®



What  
does  
connectivity  
actually  
mean?

# MARKETING CONNECTIVITY

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## **How to forge stronger customer relationships in a multi-channel world.**

We are more connected today than we have been before. Technology, digital tools and innovation are facilitating this connectivity. This means we, as marketers, can be more in touch with our customers, our geographically dispersed internal teams, agencies and third party partners than ever before.

So what is the definition of 'connectivity'? The Oxford English dictionary defines it as "the ability of a computer, program, device, or system to connect with one or more others". Therefore at its core, connectivity is about technology and digital activities and our ability to integrate those to deliver a seamless experience to our customers.

But in the context of marketing it has also come to mean our ability to connect our brands to our customers emotionally to create a two-way relationship. Of course the two meanings are symbiotic. We can't create a bi-directional relationship with customers without the use of technology. And technology alone won't create that relationship. There's another interpretation of connectivity and that's an internal one within a business.

Marketers must create connections with the other people within their companies in order to educate and enthuse them with their brand values. We believe that it is vital to connect your whole workforce internally to your brand promise because only by doing so will you be able to connect that brand promise externally to your consumers. And brands are created through emotional connections.

# CUSTOMER ENGAGEMENT

Those emotional links which create customer engagement and the places where brands can have influence are now being extended as marketing channels grow exponentially to include cars, watches, home appliances, gaming consoles, airplanes, kiosks, cinemas, and into products themselves.

When a brand message is communicated consistently,

the experience of that brand across multiple channels or devices will delight the consumer. It is these new channels that allow brands to create new levels of engagement. However, we believe this is only possible when every internal department and external third party agency or technology team has bought into and understands your brand promise.

Emotional links create customer engagement

Customers expect high value digital experiences

# CUSTOMER OBSESSION

What we've been describing so far is essentially customer obsession. Customers expect consistent and high-value in-person and digital experiences. They don't care how hard or complex building these experiences is for a business. They want immediate value and will go elsewhere if you can't provide it.

Amazon coined the term customer obsession, and the result is a brilliant customer experience that you want to revisit, again and again. Amazon's main interface is the screen, and we rarely

interact with its people. CEO Jeff Bezos preaches never settling for 99 per cent and its employees must be buying into that, because it is rare to have a bad experience as a customer.

Getting everyone within your organisation on the same page is all about connectivity. It requires education and common insights so that every department feels connected to the customer and understands how their job role impacts on brand experience. Strong alignment accelerates success.



# INTERNAL BUY-IN TO YOUR BRAND IS CRITICAL

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Manage  
your  
consumers  
experience

All your staff and third parties involved in building your business need the knowledge and tools to pull your brand in the right direction to ensure total brand consistency.

Brand building is all about managing your customer experience. Each time a customer connects with your brand, that experience defines who you are, how you operate, and how you're different from your competitors. Your brand forms the foundation of all your marketing and communication activity – your positioning, messaging and visual identity can be consistent only when everyone knows what your brand stands for.

Internally, a new manager can make decisions quicker if she is taught and experiences the fundamental brand values and what they strive to achieve.

Externally, a marketing agency is empowered to produce better

campaigns which truly further the product and company in the right way when it's crystal clear what the main differentiators are.

A technology team developing an in-car system, wearable device or IoT software for your brand is more likely to create an interface that delivers the right brand experience if they can access tools and training to learn what the brand stands for.

Consumers form deeper relationships with brands that behave consistently and know who they are. Implementing initiatives designed to engage customers which don't follow through right to the shop floor, the call centre, the website or the app turn great ideas and good actions into something that looks like lip service and ultimately devalues brands.

Brand that get it right, however can even influence their customers to become brand advocates.



# CONNECTING WITH INFLUENCERS

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Influence marketing means rewarding 'brand loyalists' or 'brand connected consumers' (BCCs for short). Such consumers are enormously valuable because they post pictures and videos of products they like online and spread the word on social networks. A good example of this is Apple's "fanboys," a vocal band of advocates who readily identify with the brand and are happy to promote it wherever the opportunity arises.

For b2b companies, influence marketing is not least about engaging with relevant industry leaders, thus positioning the organisation as an authoritative industry voice in its own right. But it's also about increasing creative activity on social media platforms, as well as establishing digital and face-to-face communities of brand advocates – an essential

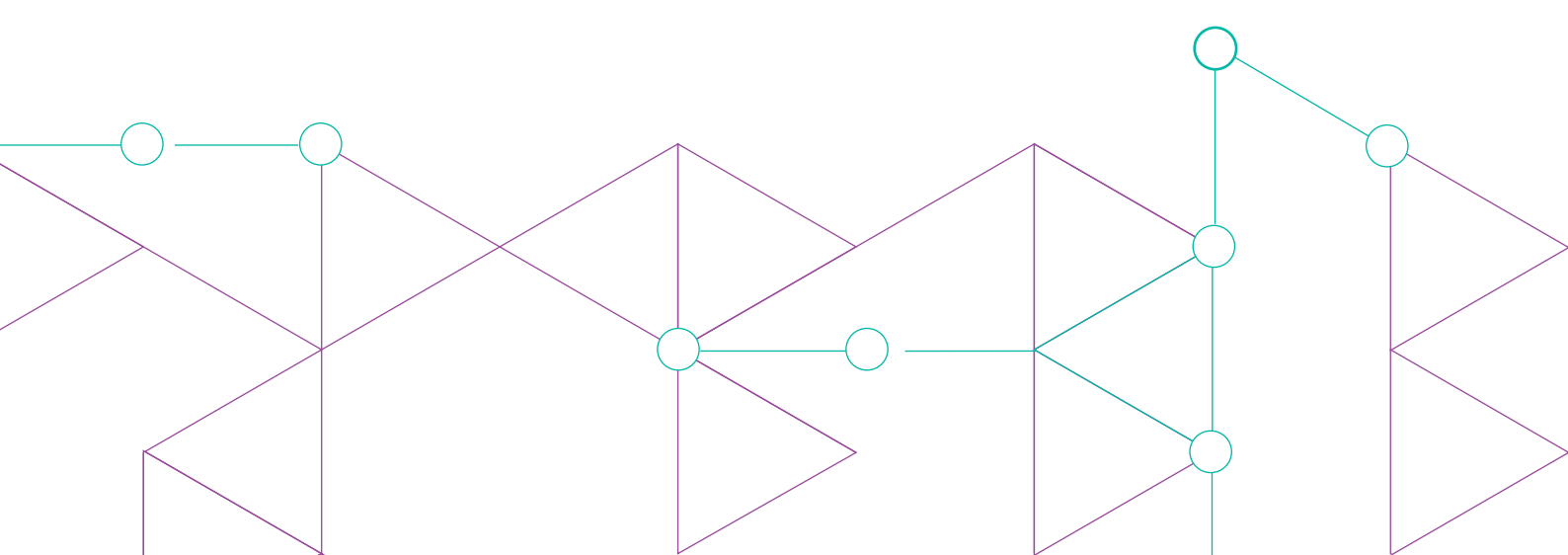
element of any successful company's digital identity.

It is this connection with influencers and indeed the online reputation this creates that is so powerful in our hyper-connected world. Almost no consumer today makes a purchase decision without resorting to some sort of social media influence. Indeed, Bain & Company research shows that the brand that is most highly recommended in its category grows 2.5 times faster than the category average.\* That finding clearly demonstrates the advantages of educating your internal teams about what it means to live out the brand promise. Doing so will delight customers who may go on to become brand advocates.

\*Bain and Company: The Chemistry of Enthusiam



Consumers  
are  
enormously  
valuable



# EDUCATE AND EMPOWER ALL EMPLOYEES TO FOCUS ON CUSTOMER EXPERIENCE

Recent research by PwC\* looked into how highly consumers attribute 'staff attitude' to their positive impression of the brand experience. It is worth finding out what that figure is for your industry.

For example, in healthcare that number is 70 per cent. In the retail industry it's 38 per cent and for the airline, banking and hotel industries it is just 33 per cent.

It's also worth reflecting that peer recommendation in healthcare marketing is three times more influential than the hotel or retail industries.

It follows that your staff are central in building customer engagement. So connect them to all the resources, training and materials they need to

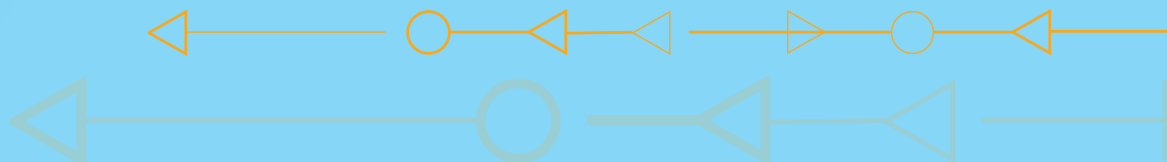
provide a service that matches your brand values and creates a positive impression.


Many marketers deploy a centralised, online brand management platform in which staff can learn the skills they need to deliver a high level of customer experience – in short, how to 'live' the brand, no matter what their job role.

Rewarding staff members who succeed can also be a powerful motivator. So it's well worth encouraging your customers and staff themselves to nominate those who go out of their way to deliver a great brand experience.

\*PwC Customer experience in healthcare:  
The moment of truth

Staff can  
learn skills  
they need





# INTERNAL EDUCATION AND CENTRALISED TOOLS STRENGTHEN BRAND AND STAFF


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If a business is to offer a great brand experience to its customers, it needs a clearly defined brand promise, and the tools to educate staff about what that promise means and how to truly represent it.

Education of internal teams is the key to transferring not just the philosophy but

the practicalities of a brand to everyone who needs to know.

This can include giving employees a centralised cloud-based brand management platform, offering internal team training presentations, and integrating brand experience metrics into employee objectives.



Educate  
staff  
about what  
promise  
means



# WHAT IS A BRAND MANAGEMENT PLATFORM?

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An online brand management platform makes the brand, the marketing assets, and everything associated with communicating it's meaning available to every employee as well as external third parties and stakeholders. It is a simple yet powerful tool to help teams communicate seamlessly.

A brand management platform enables everyone from finance to front-line staff, product managers to procurement, legal to logistics as well, of course, as marketing, to connect with and buy-in to the brand.



A simple  
yet  
powerful  
tool



# WHAT MARKETERS SHOULD LOOK FOR IN A BRAND MANAGEMENT PLATFORM

**A good platform should enable you to:**

## **A. Explain and justify your brand promise**

In a brand management platform your values, positioning documents, strategic communications documents, explanation of your 'Big Idea' are all available at the touch of a button to your staff. Video content, 'how-to' guides, brand toolkits, training materials can all be used to educate people.

If the platform is fully branded with your brand's look and feel; if it visually communicates what your brand stands for, you instantly create an immersive experience for users as they arrive in the site, and you lead by example.

Particularly important for global brands, the platform should be localised so that each market sees it in their own language, encouraging user engagement and therefore platform usage.

By educating your internal teams in the brand vision and what this means for their individual job roles, they can deliver a consistent brand experience to customers. This is what connects customers to brands and creates those strong relationships.

## **B. Centralise, share and distribute brand assets**

A brand management platform makes your visual guidelines accessible centrally, online alongside your logos, images, videos, templates, documents, marketing content, campaigns, presentations and even UI elements. This is typically referred to as Digital Asset Management.

Users have login permission levels commensurate with their role so they only see what they are allowed to see and they are able download assets in the format they need for their use. You need a lightening-fast search facility, the ability to tag assets with information your users need, and the facility to configure your platform to the structure of your company to get really good ROI.

This will ensure that brand assets can be found and downloaded in the formats relevant to users. When everyone is connecting into the same system and using the same material, all communication reinforces the same core points and consistency is high.

Explain and justify your brand promise



A brand management platform should be dynamic

#### **C. Save time and reduce requests for materials to the central marketing team**

A brand management platform enables marketers to automate the low-level, time consuming administrative tasks associated with day-to-day brand management. Rather than dealing with manual admin tasks, such as asset searching and distribution, marketing teams can spend time on the important stuff because people are helping themselves to the right content straight from the platform. And because that content sits with the brand guidelines, they know how to use it correctly.

#### **D. Enable people to produce on-brand artwork or documents**

A brand management platform should offer dynamic templating and web-to-publish functionality that allows employees, affiliates and licensees to customise and localise on-brand collateral easily and effectively.

These tools, supported by automated tutorials, best practices and approval workflow functionality, empower teams to create often-used materials quickly and simply safe in the knowledge that they are consistent with the brand promise.

In addition, businesses can save thousands of man-hours and can reduce content creation costs by up to 80% almost overnight.



Teams to share best materials centrally

#### **E. Manage marketing production sign-off processes with Workflow technology**

Ensuring consistent marketing content is created accurately and used in the right channels can be managed using Workflow features. Structured and centralised briefings and processes for content approval can be automated to include compliance and legal teams, marketing, and other internal departments.

This guarantees no materials can be used externally until they had been signed off by the necessary teams.

By enhancing processes you empower your teams to deliver consistent brand communications and the right brand experience.

#### **F. Share best practice**

A best practice sharing feature enables teams to share the best materials centrally. This increases collaboration between internal teams and instills a sense of community, togetherness and best practice; ultimately driving a better customer experience.

#### **G. Satisfy your legal, compliance and regulatory teams**

In heavily regulated industries, regulatory teams must be brought on board before new processes or technology can be implemented.

Most brand management platforms are cloud-based, meaning no software needs to be installed on your internal servers. They are highly secure, and your users simply log on with a username and password. That means they can only see or download what they are allowed to view.

A good platform will provide a robust reporting feature, giving you a digital audit trail of activity within the platform, so you can satisfy your regulation and security teams. In addition, a 'download reason report' will add transparency for auditing purposes.

Administrators can track and manage where and why images, documents and campaigns are being downloaded and used. Users that are going off-brand can be identified and reminded of brand standards.

#### **H. Connect with your other marketing platforms**

Connecting your brand management system with your other marketing platforms means communication remains consistent across multi-channels. Integration enables digital assets to be shared from within the brand management system automatically to all your different marketing systems such as CMS, marketing automation platform, social media systems, CRM, etc. By creating a single repository and holding one master artwork for all your digital assets, the need to duplicate assets in multiple places is eliminated so inconsistencies are reduced.

When everyone is using the same marketing content, no matter which marketing channel they are working in, all communication reinforces the brand promise.



Teams to  
share best  
materials  
centrally

# CONCLUSION

We believe connectivity is about people and technology. As marketers we are striving to deliver seamless brand experiences to our customers in multi-channels in order to create enduring, two-way relationships with them. We can achieve this is by connecting our internal teams to

each other and to the brand promise, aided by technology; and to connect our technology platforms together.

Brands are created through emotional connections and strong relationships with consumers and this is what connectivity facilitates.





# ABOUT BRANDWORKZ

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At Brandworkz we believe that it is possible to connect your whole workforce to your brand promise and by doing so to connect that brand promise to your consumers.

But there can be a disconnect in communication between internal teams within companies which means the brand promise sometimes doesn't get as far as the consumer and their brand experience is not consistent.



Brandworkz solves this problem by enabling businesses to:

**Promote & educate** by connecting internal teams to the brand promise.

**Share & distribute** the right content at the right time to connect with your consumers in multi-channels using industry-leading digital asset management.

**Govern & automate** by integrating and connecting your marketing software platforms together to enable consistent brand promotion.

Brandworkz is a brand management platform. It is the central hub of your marketing ecosystem that enables brand, marketing, customer service and any other internal teams to deliver a unified brand experience.



Brandworkz  
solves  
connectivity  
problems

For more information please go to [www.brandworkz.com](http://www.brandworkz.com), follow us @brandworkzworld or search 'Brandworkz' on LinkedIn.



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