



BRANDWORKZ WHITE PAPER

Marketing Resource Management
Product Guide



brandworkz®

MRM EMPOWERS YOUR SALES, MARKETING & AGENCY PARTNERS

What is Marketing Resource Management (MRM)

Marketing Resource Management (MRM) is the term for a centralised software system that helps a marketer manage their marketing operations, marketing assets and brand, as well as automating some of the process of producing marketing collateral, known as marketing production management.

The main advantage of a Marketing Resource Management system is that it solves many of the main marketing operations problems faced by marketing teams such as how to:

- Reduce communications time to market
- Manage digital assets so they can be used (and reused) more efficiently
- Improve employee productivity and free up time to work on strategic rather than low level tasks

- Reduce spending on inefficient or ineffective work
- Automate and reduce the complexity of approval processes
- Align marketing communications with overall brand or corporate marketing goals
- Reuse marketing campaigns across multiple markets


Stop wasting time and money with inefficient processes

Brandworkz empowers your sales, marketing and agency partners by giving them self-service access to the materials they need and the processes they are part of. This reduces the amount of admin for central marketing because they can manage or automate:

1. Marketing production processes, allowing the appropriate people to update progress and to view planned collateral.

“Customer experience is now clearly at the heart of digital transformation, and digital is at the centre of that customer experience.”

Anatoly Roytman



2. Approval of collateral, usually in a Workflow where artwork is uploaded into the MRM system and can be approved, rejected or annotated by those who need to be part of the process.

3. Storage of and access to all marketing assets such as images, videos, documents, marketing materials and logos

4. The re-use of existing collateral and ability to localise artwork from dynamic templates (web-to-print).

5. Centralising of marketing knowledge and best practice by creating a showcase and blog so the best work and up-to-date knowledge is shared

6. Brand Guidelines by making them available in the MRM and enabling changes to be made directly to them by means of an inbuilt Content Management System.

7. Reporting on all the features in the MRM system, including marketing efficiency, making it the basis for marketing effectiveness.

How can a Brandworkz MRM platform help you?

Digital Asset Management

One of the main issues our customers have when they come to us, is that their different internal teams are managing different projects such as a website, a social media campaign or production of sales materials, and the assets associated with these are being stored with their individual department users, rather than in one collective repository for everyone to share.

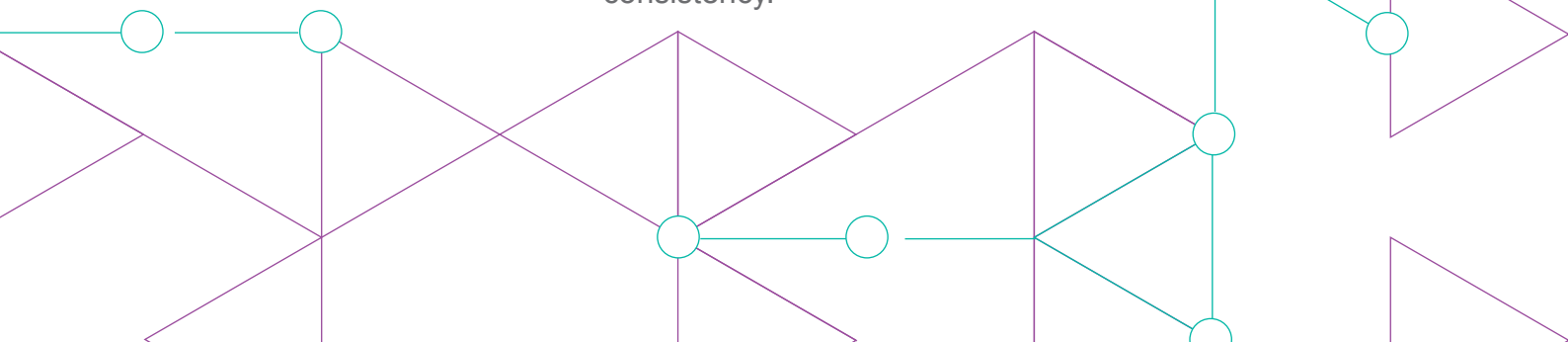
So the sales team will have a set of digital assets they use, the social media team will have their own and likewise for the marketing department.

On average a marketing department will spend 6% of their budget on the creation and purchase of images. When an asset is replaced or updated, either it must be sent to multiple teams or in the worst case, no-one receives or even knows of it, meaning other colleagues continue to use out-of-date and potentially off brand assets or take on the expense of repurchasing or recreating it.

The use of digital asset management encourages the reuse of images, will automatically transcode it on download and delivers savings of up to 15% of your image budget plus increased brand consistency.



Marketers and brand managers are wasting an average of almost one hour, or 10%, of every day, fielding requests for digital assets such as images, logos, marketing artworks and documents from internal teams and external agencies.





Automating Workflows & Approvals

Automating of processes in a marketing department will reduce the amount of time and cost involved in getting a campaign to market. For example, a marketing manager working with an agency to produce a new print ad will require a number of back and forth conversations and emails to get the piece completed.

At different stages in the process, copies of the artwork will be emailed to the client and potentially a number of other approvers. Those on the client side will suggest changes and send multiple emails with different instructions back to the agency. Add to this a number of meetings to get final approval and you have a complex process with potential for errors.

With an MRM system, these steps are managed online. Artwork is uploaded to the MRM system, comments can be attached to the artwork online for all to see by all the relevant team members and the final artwork is then ingested to the system for use by relevant user groups.

It's easy to see how great savings in time and money (less complexity of process, less margin for error) can be made by using a MRM system and this doesn't take into account the extra productivity marketing teams will enjoy.

Artwork Production

Commonly used artwork or marketing materials can be reused and customised or localised using Web-to-Print templates.

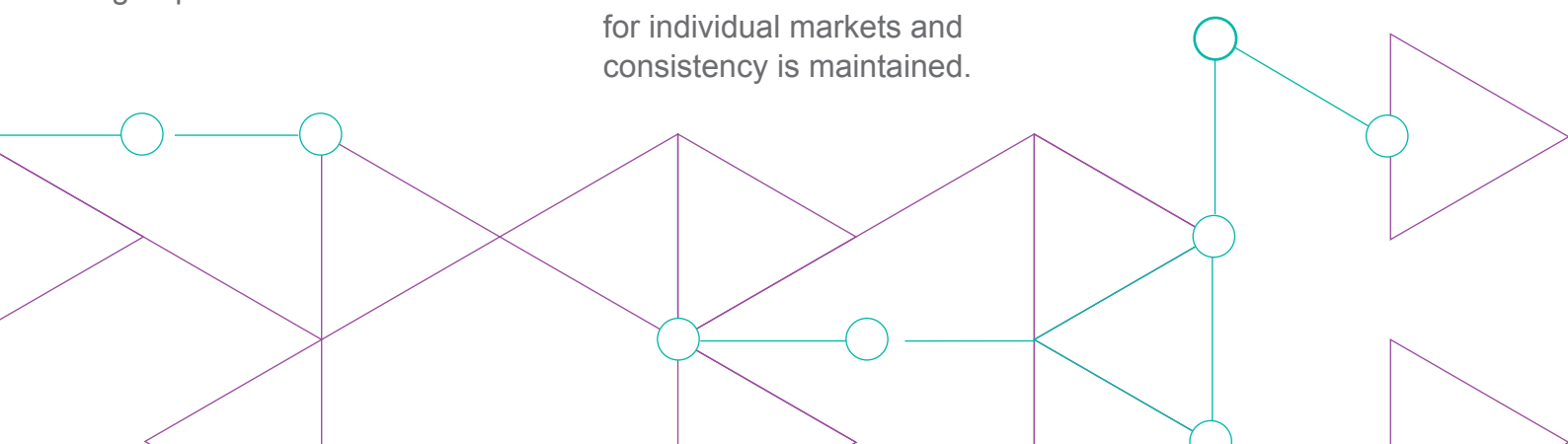
Web-to-print makes takes templates of commonly used artworks and allows users to make simple text or image changes from their browser without any need for extra software on their computer. The dynamic areas that can be edited are controlled by the administrator so consistency is guaranteed. An artwork can be localised for different markets without the need for agencies to make expensive changes.


Big cost reductions can be realised as users do not require PhotoShop or InDesign and you do not need to ask your agency to make small changes at high costs. Your brand is localised for individual markets and consistency is maintained.



Case study

One of our clients, who is a marketing manager working in a business with multiple offices in different locations, reported that he used to get 100 ad-hoc requests per month for materials. This was reduced to 10-15 per month after the implemented a digital asset management system.





Strengthen and protect your brand

Brandworkz MRM is used in the development, support and enforcement of brand management and brand guidelines by ensuring that all marketing collateral and content are brand-compliant and meet all specifications for usage.

Much time and effort goes into the creation of brand guidelines, however printed documents are seldom consulted and are expensive to update and print.

To achieve good brand management everyone with a company must have access to brand guidelines, brand stories and positioning so they understand how to communicate and represent the brand.

Research has shown that only 53% of businesses have their brand guidelines on-line, and of these only 50% provided access to all parts of their business and outside partners.

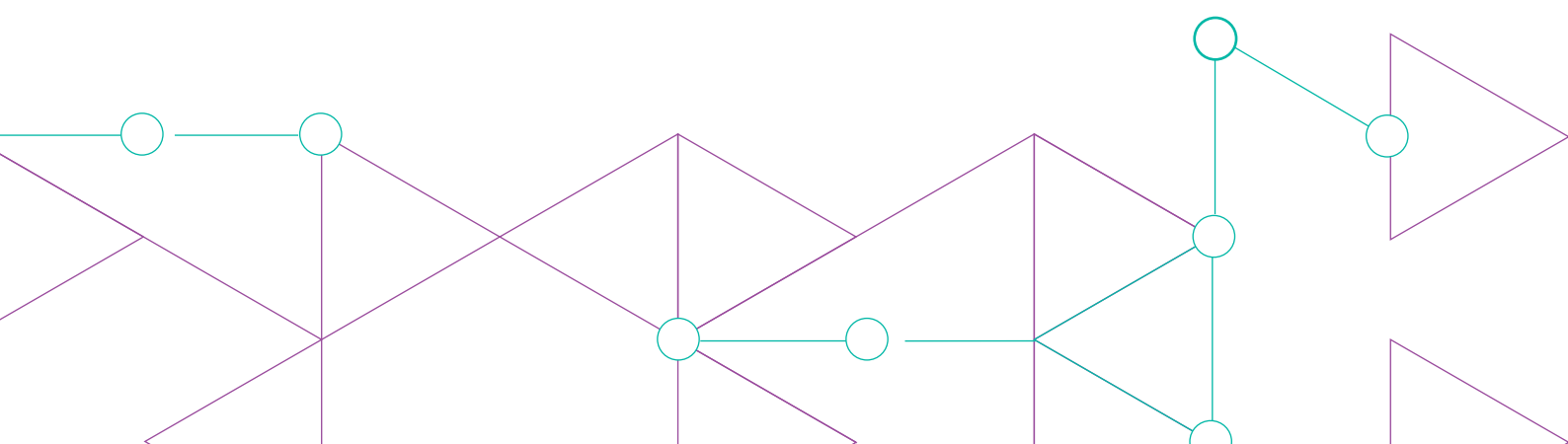
By making your brand guidelines available online, users can

reference the guidelines in the same environment as the assets they are downloading, administrators can make changes to one centralised document, and everyone sings off the same hymn sheet.

Marketing Knowledge Management

The platform's Showcase feature encourages collaboration and best practice sharing by making the best campaigns and materials available to your other markets. The Showcase becomes a hub where people keep in touch with each other's work and ideas, improving brand management, increasing consistency and making costly duplication a thing of the past.

In addition, an internal business blogging capability enables marketers to build an online community within a company, align internal teams, share information and create a valuable knowledge base that serves as an efficient mechanism for resolving questions.





Reporting

Brandworkz offers advanced analytics which caters to all marketing resource management needs and can be configured according to need. Anything from guidelines, workflow, approvals, digital asset management, showcase and many other aspects can be reported on, delivering actionable insights. Users understand where investment in digital assets, marketing

campaign development and marketing operations is giving return on investment.

Peace of mind that your marketing is delivering ROI

With Brandworkz, clients see ROI in three areas. Strategic improvements and revenue growth, cost reduction and cost avoidance. We can help you build a business case with our proprietary ROI calculator.



ABOUT BRANDWORKZ

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, follow us @brandworkzworld or search 'Brandworkz' on LinkedIn.



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