HEALTHCARE MARKETING

How to deliver brand consistent marketing content in multiple digital channels

brandworkz®

ESSENTIAL SOFTWARE FOR HEALTHCARE BRANDS

Healthcare marketing is changing. Because customer behaviour is changing. Healthcare providers are working to understand how they should adapt to meet customer needs and what this means for their businesses.

Mapping the customer journey is the priority today. New ways of understanding and interacting with customers represent an enormous opportunity to leaders in healthcare marketing, especially in an industry that's slow to change.
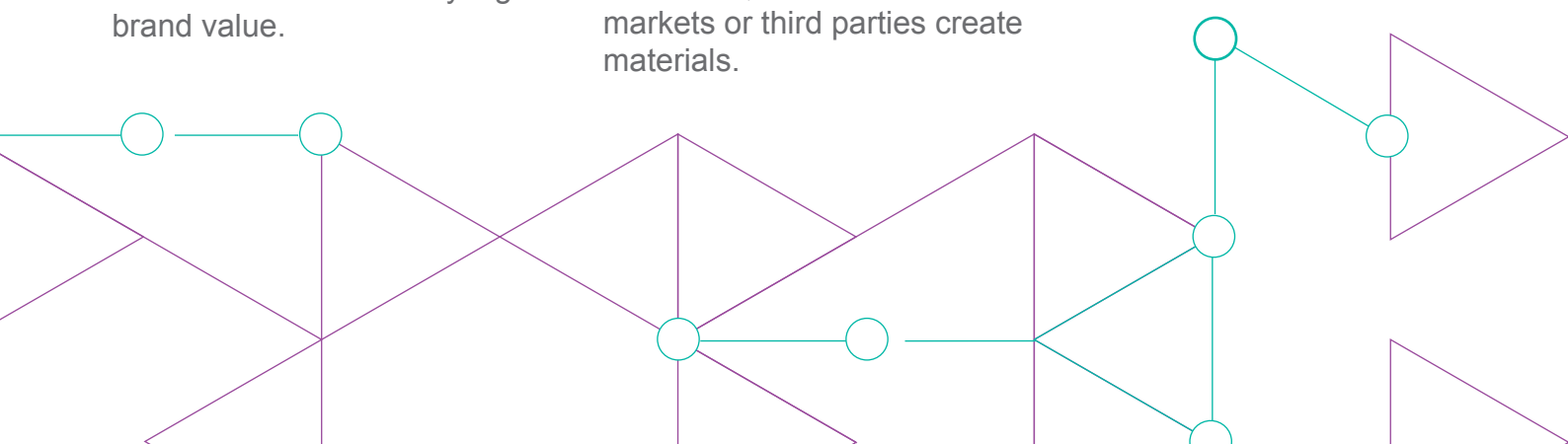
With that comes the challenge of how to manage and distribute the content required to engage customers in the right channels.
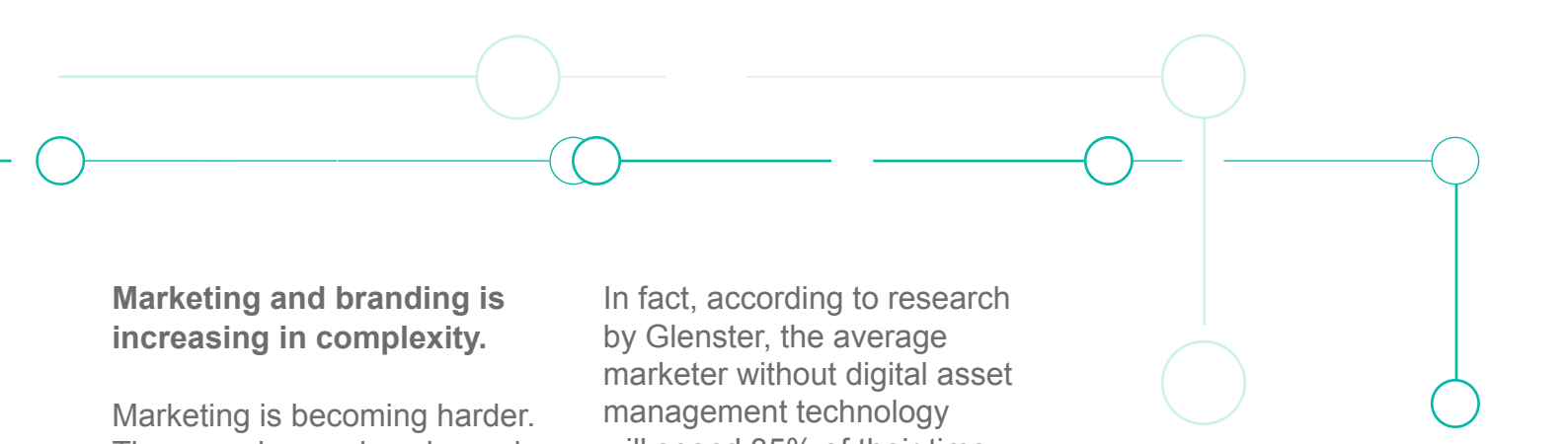
In this white paper, we explore how brand management software can help brands ensure that their marketing content is always brand consistent, regardless of media channel. This leads to stronger communications, more engaged customers and ultimately higher brand value.

Here at Brandworkz, we believe that consistent marketing and good brand management are the key drivers of sustainable differentiation, sales and ultimately brand value.

Brand building in healthcare marketing is all about managing the customer experience. Whether that is through your products, packaging, price, advertising communications, website, email marketing or sales personnel. Each time a customer interacts with your brand, that experience defines who you are, how you operate, and how you're different from your competitors. The messages and imagery in these interactions have to be managed consistently.

With consistent messaging, potential customers are more aware of any advantage you have over your competitors. With control through brand management technology, your global message and clear communication will be consistent, even when local markets or third parties create materials.

> "The business model of the digital age is one-word equity for brands. That word being the one that a company wants associated with their brand. "
>
> Maurice Saatchi

Marketing and branding is increasing in complexity.

Marketing is becoming harder. There are increasing channels to communicate in and, through globalisation, more markets and languages to compete in. The result is an exponentially expanding number of marketing assets, such as such as logos, images, brand guidelines, positioning documents and marketing materials to manage.

The proliferation of marketing channels is great for creating engagement with customers but causes headaches for marketing managers trying to manage brand assets, protect their brands and ensure a unified message.

This can often lead to marketing production and management issues. Disjointed file management and manual processes for searching and distributing marketing materials lead to ad-hoc, inefficient processes.

A large percentage of global businesses today still store their digital assets on an FTP server, or worse, on individual hard drives, hugely reducing efficiency and meaning the opportunity for error is hugely increased.

In fact, according to research by Glenster, the average marketer without digital asset management technology will spend 35% of their time searching for assets.

Achieving consistency can also be tough, and expensive, when processes for managing, creating and approving artwork are chaotic, particularly if you have many stakeholders like design, communications and advertising agencies, third party vendors, franchisees, global offices and internal departments requesting and using brand assets.

Local markets creating their own 'home grown', less effective materials hurts revenue and can cause bottlenecks if only one or two people have the brand knowledge to advise others or approve work. This is bad for business.

For example, it is not unusual for companies to re-commission and reorder up to 10% of their images and assets which already exist because they cannot locate them or don't know of their existence. Millions of dollars each year can be saved in employee productivity and asset reuse if a brand management or digital asset management system is used.

> Digitization is going to change our industry. It is shifting from a transactional approach to an outcomes-based approach. Transactional means, for example, just selling a pill.
>
> Joseph Jimenez

In most cases the cost benefits of improving marketing productivity are enough to justify the investment in a marketing and brand management platform. Adding searchable access to digital content could save yet more.

How a Brand Management platform can solve the problem of managing content in multiple channels

An online brand management platform makes the brand, its assets, and everything associated with communicating it's meaning available to those responsible for building that brand. It is equally important for communications and marketing departments to understand how to express a brand and its messages as it is for every employee, supplier and external agency employed by a healthcare company. A brand management system offers simple yet powerful tools to help brands communicate seamlessly and consistently, whoever is doing it.

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 and the agency has easy access to all the right visual assets such as strategic positioning information, guidelines, logos, images and artworks.
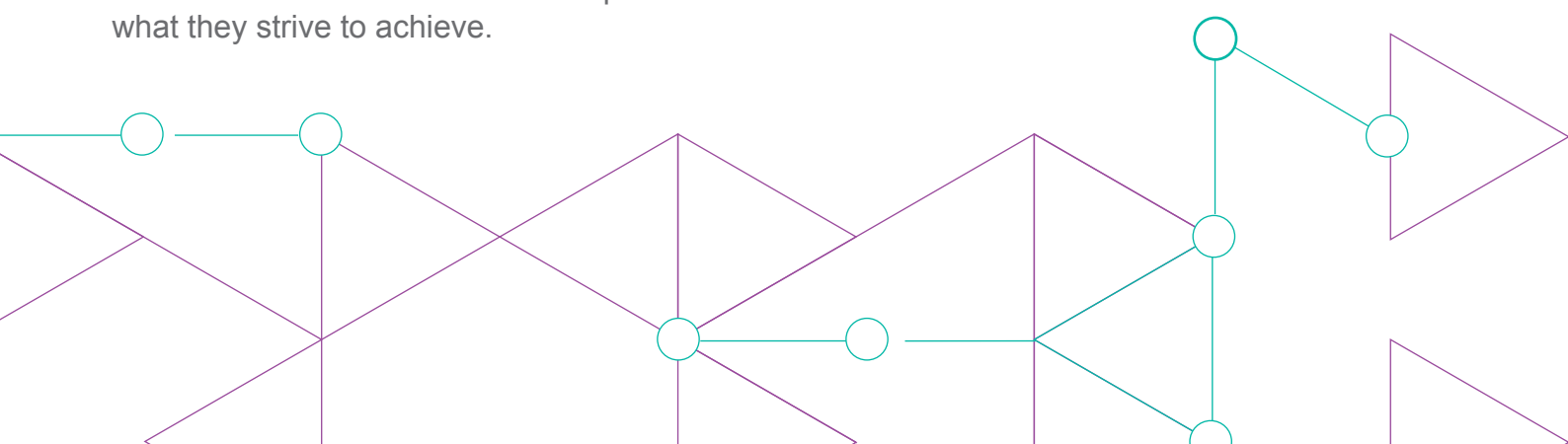
A brand management system enables all parties to access and distribute the right brand materials at the right time to the right channels. They can produce engaging marketing communications consistent with the brand, to maximize impact in the market.

By integrating the tools for greater brand consistency and efficient processes, significant results in customer experience can be achieved. Putting all your digital assets in a hosted brand management system, making your brand positioning documents available in the same system, and implementing Workflows and Web-to-Print technologies are the first and most important steps in creating sustainable, cost effective brand experience management processes.

Case Study
This Brandworkz client, a major US health insurance co mpany, has over 40,000 employees and nearly 40 million customers. They approached Brandworkz to provide a software platform to help roll-out their new brand identity in multi-channels. Bran dworkz brand management has put the brand promise and vision at the forefront of the company, aligning users behind the brand and strengthening their customer communications.

What healthcare marketers should look for in a Brand Management Platform

A good platform should enable you to:

a. Explain and justify your 'Reason for Being'

In a brand management platform your positioning documents, strategic communications documents, explanation of your 'Big Idea' are all available at the touch of a button to those who are making strategic business decisions or producing communications materials. The notion of a company having a Big Idea - a story behind why it exists and how this matters - is becoming increasingly important, especially in healthcare. Consumers don't just want products. They want to connect on an emotional and ethical level. People always look for ways to belong, and brands are increasingly important in playing this role
.
By educating your internal teams in the brand vision and what this means for their individual job roles, you deliver a consistent brand and a consistent customer experience.

b. Ensure messaging and assets are communicated clearly and correctly

A brand management platform makes your visual guidelines and tools accessible online; including key messaging points used in all the various output produced every day by sales, marketing, PR, corporate communications and other departments. This also includes logos, images, videos, templates, etc. - typically referred to as DAM - Digital Asset Management.

A good brand toolkit will ensure that brand assets can be automatically delivered in all the formats relevant to the need of the marketer. When everyone is using the same system and material all communication reinforces the same core points and consistency remains high.

c. Create on-brand materials at no or low cost

Recently, innovative technologies like Dynamic Templating and Web-to-print functionality allows employees, affiliates and licensees to customize and localize on-brand marketing collateral easily and effectively.

Case Study
Our client Transitions Optical strives for consistency of brand and clarity of message in every channel. They use a brand management software platform designed to educate internal users, as well as external agencies, about what the brand stands for so they can communicate accurately across channels. The platform also gives in stant access to the images, photography, videos and marketing content they need to create engagement with their customers.
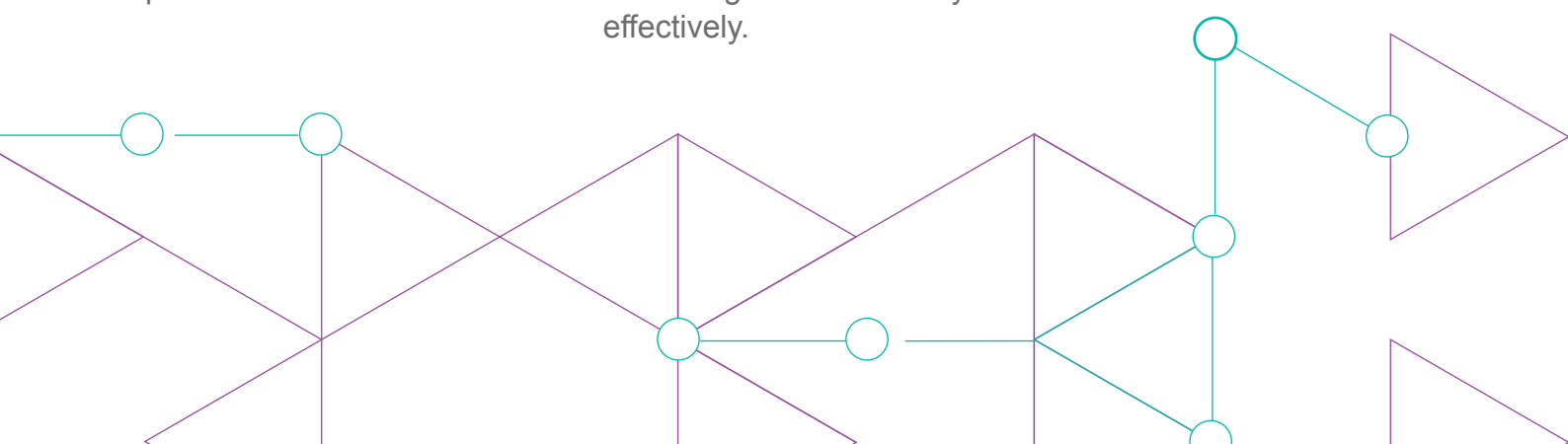
These tools, supported by automated tutorials, best practices and approval workflow functionality, empower you to save thousands of man-hours and can reduce on-brand asset creation costs by up to 80% overnight.

d. Manage marketing production sign-off processes with Workflow technology

Ensuring consistent marketing content is used in the right channels can be managed using Workflow features. Structured and centralized briefings, workflows and processes for content approval can be automated to include compliance and legal teams, marketing, and other internal departments. This ensures no marketing materials can be used externally until they had been signed off by the necessary teams. By enhancing marketing processes, you empower your teams to deliver consistent brand communications.

e. Satisfy your legal, compliance and regulatory teams

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

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

Many businesses find themselves inadvertently using assets past their license expiry date because they cannot be disabled. A brand management system helps you avoid the risks and costs associated with lack of brand asset control.

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. And end users remain brand compliant.

Case Study
Our client Varian Medical Systems, the world's premier manufacturer of medical equipment and software for cancer treatment, conducted an extensive rebranding programme in 2011. As part of the rebrand, Varian needed to centralise their marketing materials so they could be distributed quickly and accurately to their media channels. Having a cloud-based sharing and collaboration hub has given them the ability to increase their visibility and consistency globally.
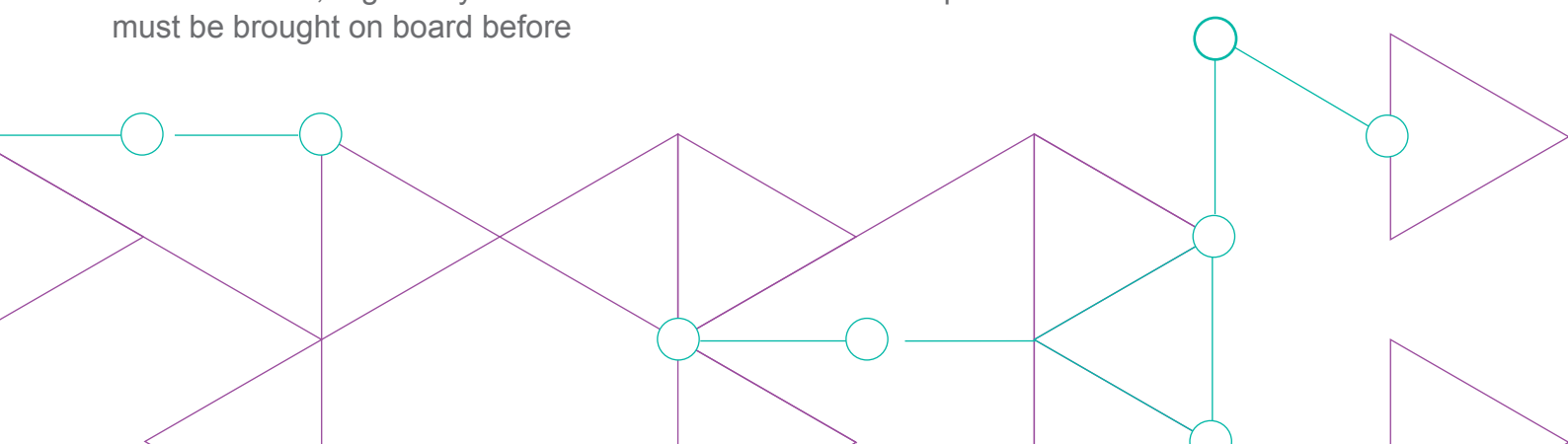
Conclusion

A brand management platform is a key factor in managing consistent marketing content in multiple digital channels. By achieving brand consistency and creating and maintaining a brand-driven company, you see higher patient engagement and a more successful business. Putting a solid foundation in place through a brand management platform will help you create relationships with your customers in the right channels with relevant, high value, brand building behaviour and content.

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