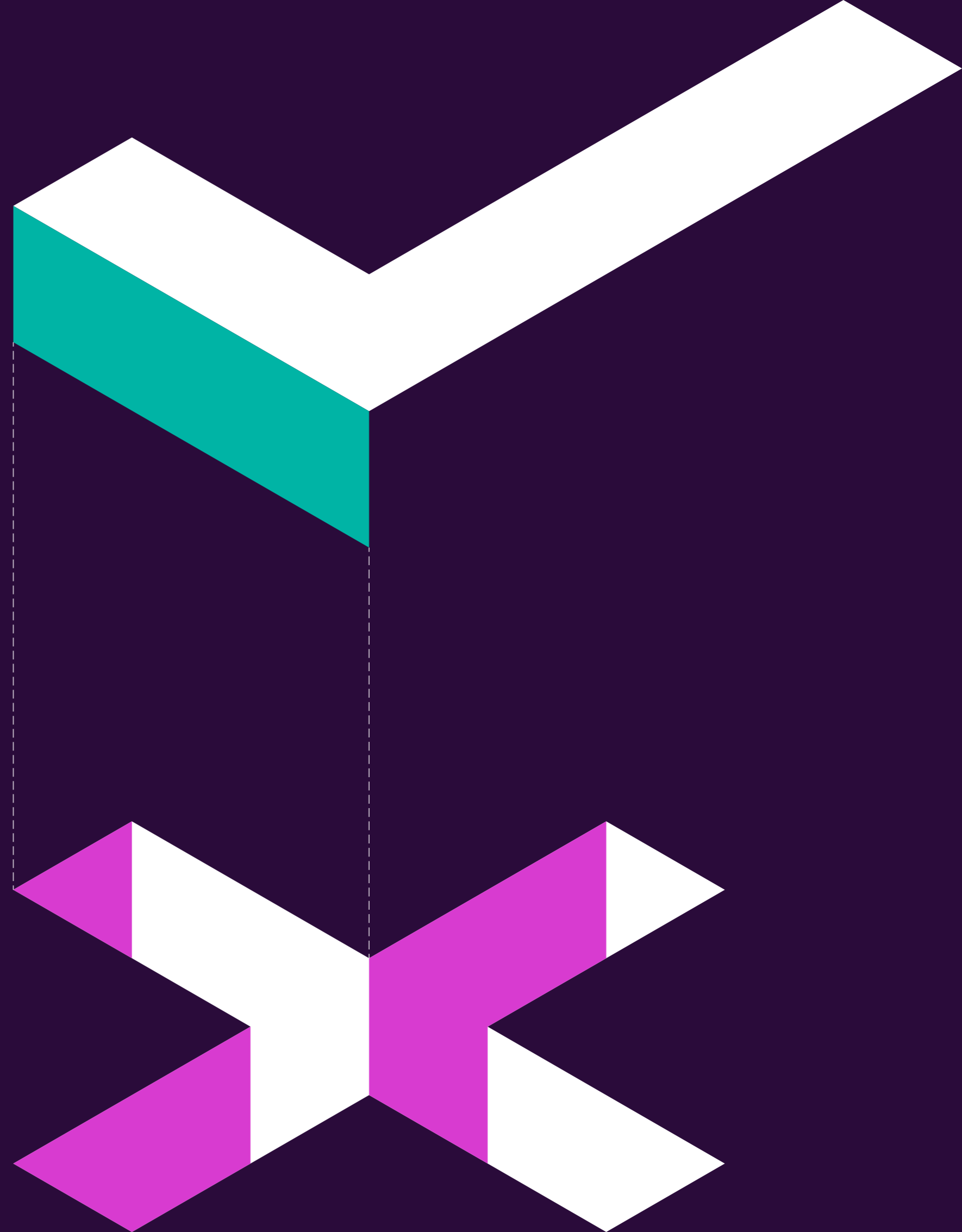


The Mini-guide to Marketing Compliance Management

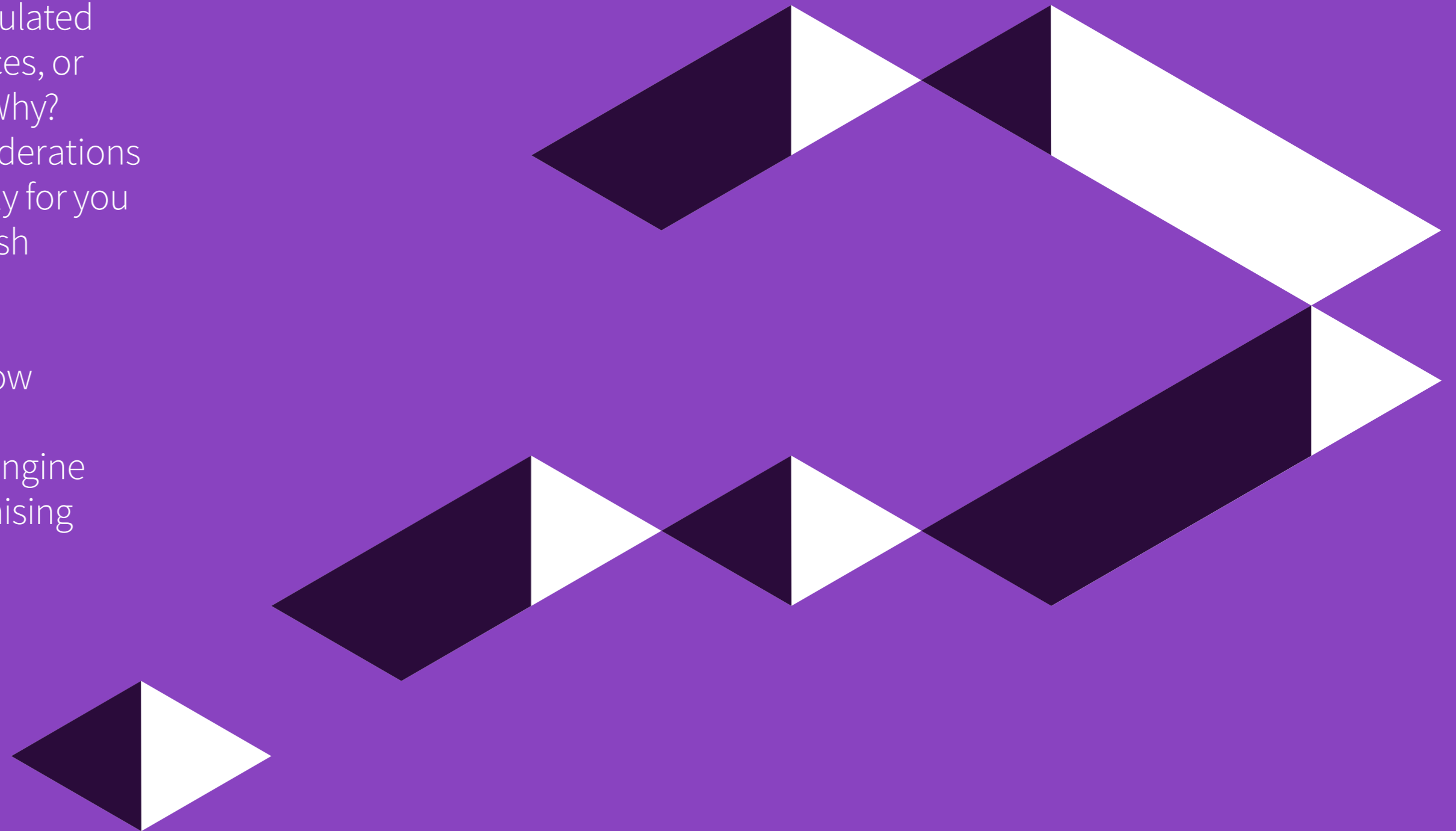
How marketers can fulfil their regulatory obligations – and still develop brand collateral at speed and scale



What's inside

If you're in charge of marketing in a highly regulated industry – such as Insurance, Financial Services, or Healthcare – then this mini-guide is for you. Why? Because you may find that compliance considerations can slow things down. And that makes it tricky for you to respond to your business's demand for fresh marketing and branding materials.

We've written this short guide to show you how to have your cake and eat it – and use brand management software to build a marketing engine that delivers at speed, and without compromising on the required checks.



Regulation is on the rise – and Marketing is in the middle of it

We live in an age of increasing regulation. With global trade and new technologies constantly generating new business models, governments are continually re-evaluating what good business practice looks like. They do it to regulate markets and competition. But importantly, they're also doing it to protect consumers from harm.

If you're a marketer in a highly regulated industry, then marketing compliance – making sure you stay within bounds with the claims you make, the disclaimers you include, and how you communicate your offer – has always been part of your job. And for good reasons: non-adherence could cost your business a

load of money, and even stop it marketing to clients altogether (not to mention the reputational damage it could suffer).

So, obviously, non-compliance with marketing regulation is not an option.

The high cost a regulation breach
In 2019, the Financial Conduct Authority (FCA) alone issued a total of **£391,773,187** in fines. One of the highest FCA fines (**£23,875,000**) was issued due to mis-selling and the unfair treatment of customers in the pensions sector.



A process that makes both compliance and marketing teams happy

But with growing compliance teams, the sharp eyes of the regulators, and those of your competitors on you – how can you be on the safe side with your production and approval processes, and still create brand and marketing collateral at speed?

We've helped dozens of businesses tighten their workflows for asset production – which in turn helps their marketing compliance folks sleep more soundly at night.

Here are the five golden rules we've learned in the process.



5 golden rules for compliance-proof marketing



01

Review your workflows. They can probably be tightened and optimised for compliance collaboration

Every organisation is different, so unfortunately, there's no workflow-that-fits-all. But as a general rule, you want to make sure that your approvals...

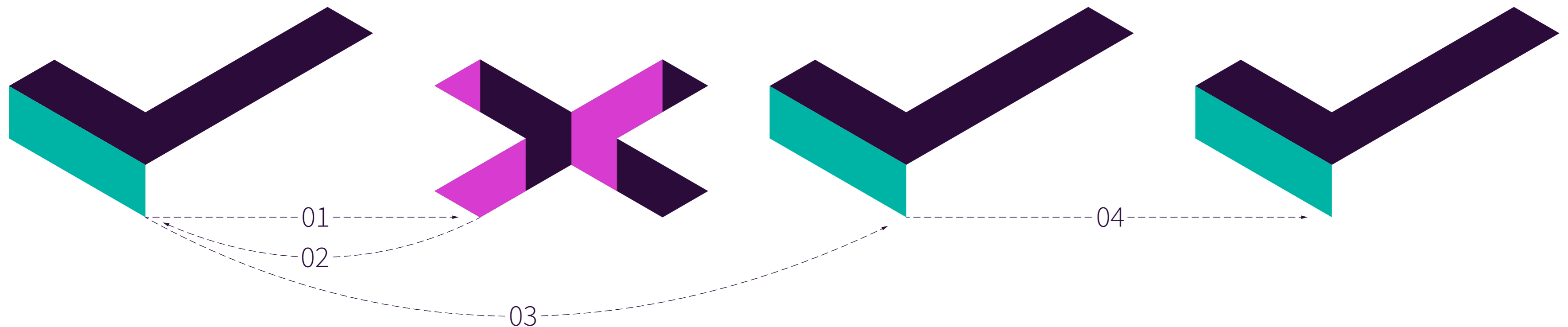
- a) **Are consistent.** That means that every piece of collateral goes through the same rules, processes and checks.
- b) **Are watertight.** So e.g. once a version of an asset is approved, you can't simply roll back to a previous one. A system with granular user permission management can help with that.
- c) **Don't slow down production.** One way to do this is to automate the system, and assign a compliance team rather than a named approver. That means things keep moving even when that person is out of the office.

A business analyst (or, indeed, a Brandworkz workflow specialist) can help review your workflows, and set them up to meet all your compliance and code of conduct requirements. Very often, they find a ton of opportunities to cut the number of overall workflow steps while they're at it – and that, too, helps you turn things around faster.

02 Build compliance straight into your marketing processes

The best way to be on the safe side is to minimise the potential of human error. A brand management system with advanced web-to-publish functionality can be set up to automatically include the right disclaimer notices and regulatory copy on new assets, from the moment they're created.

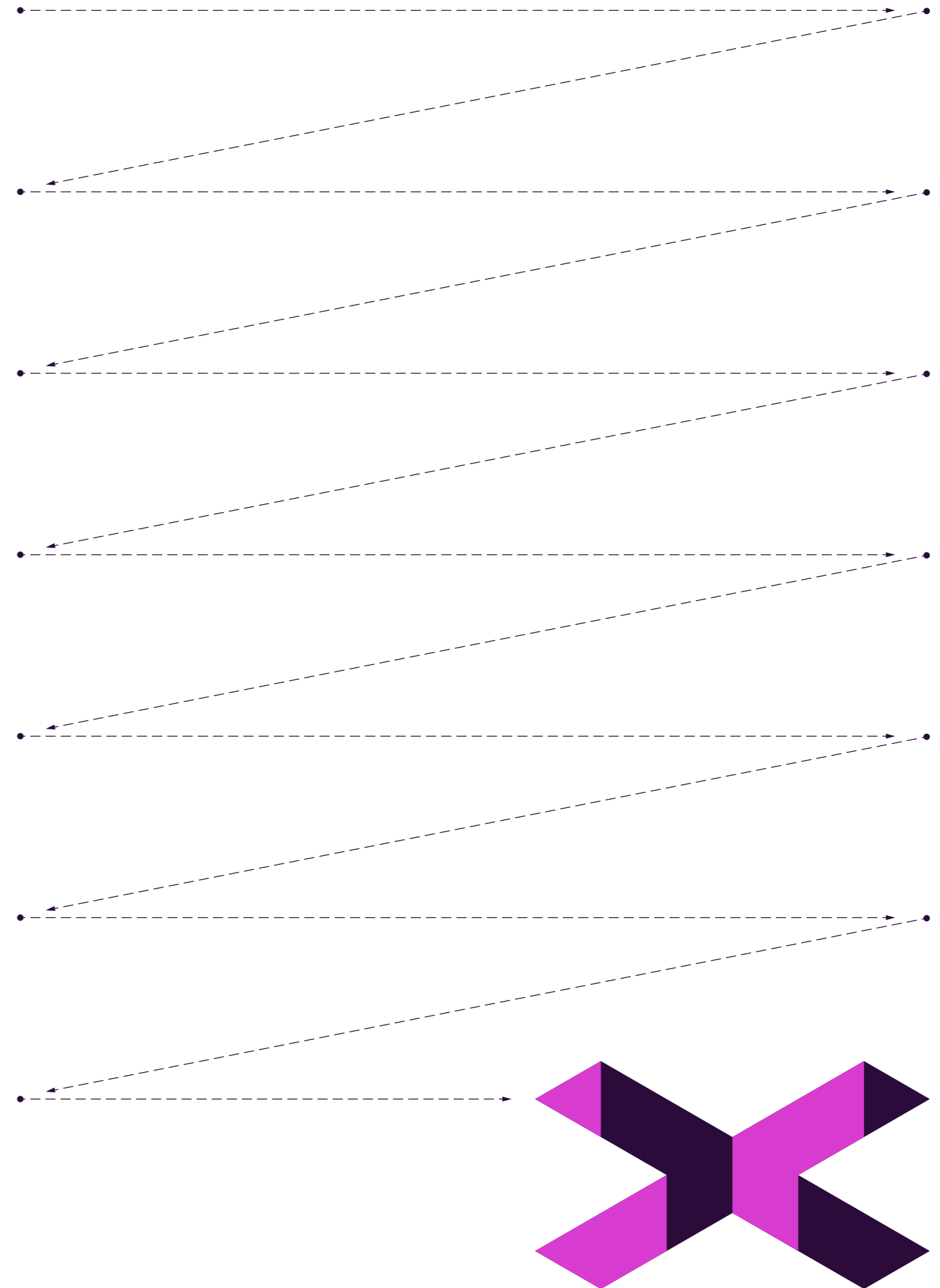
Some can even scan existing materials for compliance – and keep them from being used or downloaded if they're not up to scratch.



03 Stop playing email tennis. It makes things slow, inefficient, and unsafe.

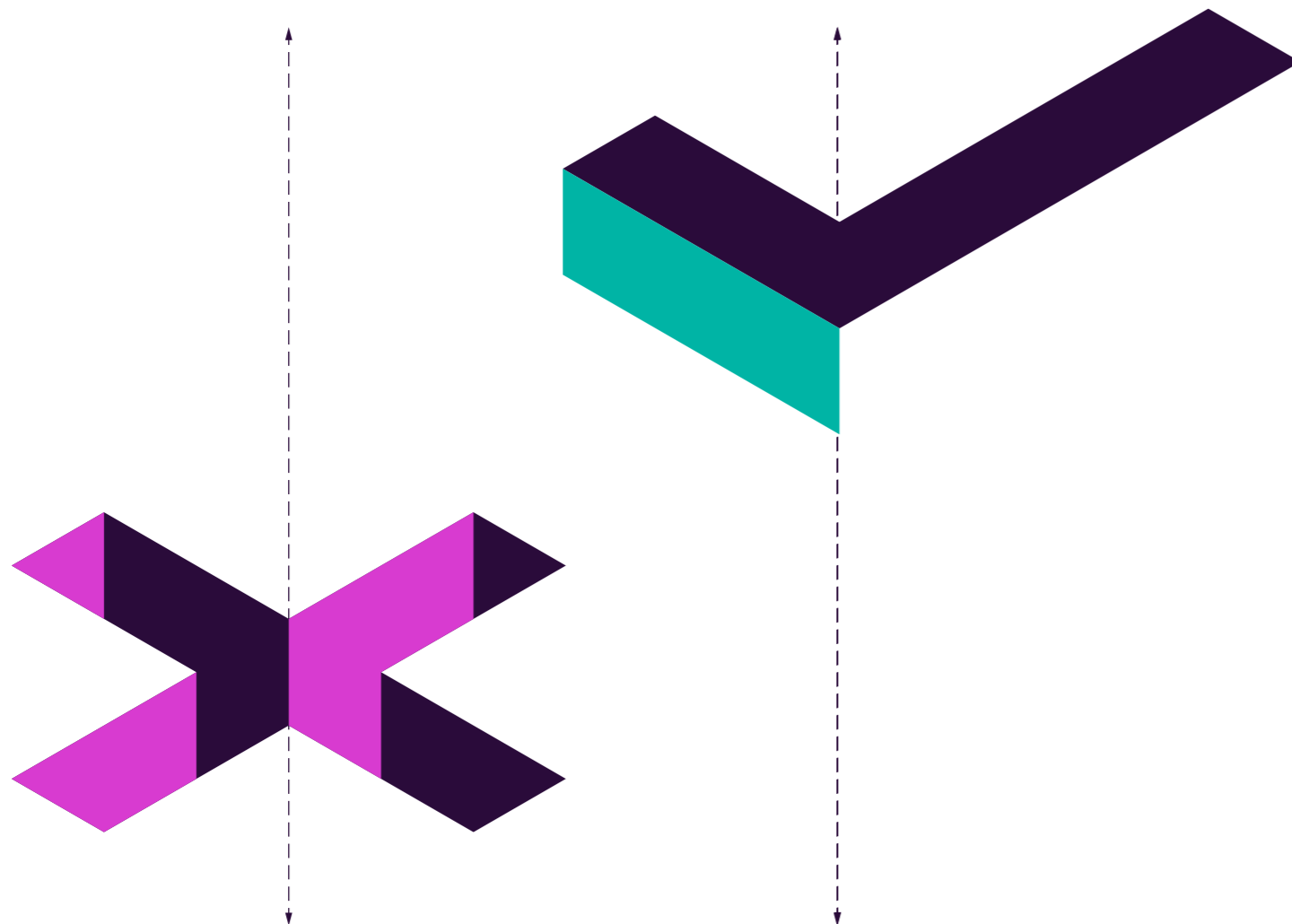
In many compliance-aware organisations, reviews and approvals are still done via email. But we probably don't need to tell you how problematic that is. Emails can get overlooked or deleted, and you have to manually follow up on the progress of each approval. Plus, they don't help with version control – so there's always that nagging feeling that a different version might be flying around somewhere.

A digital, cloud-based brand management tool brings all your stakeholders together to work from a single version of the truth. It also stores your assets safely. That means that marketers, copywriters, and designers can quickly act on feedback, track the status of an approval, update assets, and get an ok within hours, not days. And no-one can change things back willy-nilly (see the no rollback point, above). Game-changer.



04

Always stay in control of asset usage – even for materials that have been published and are out in the world



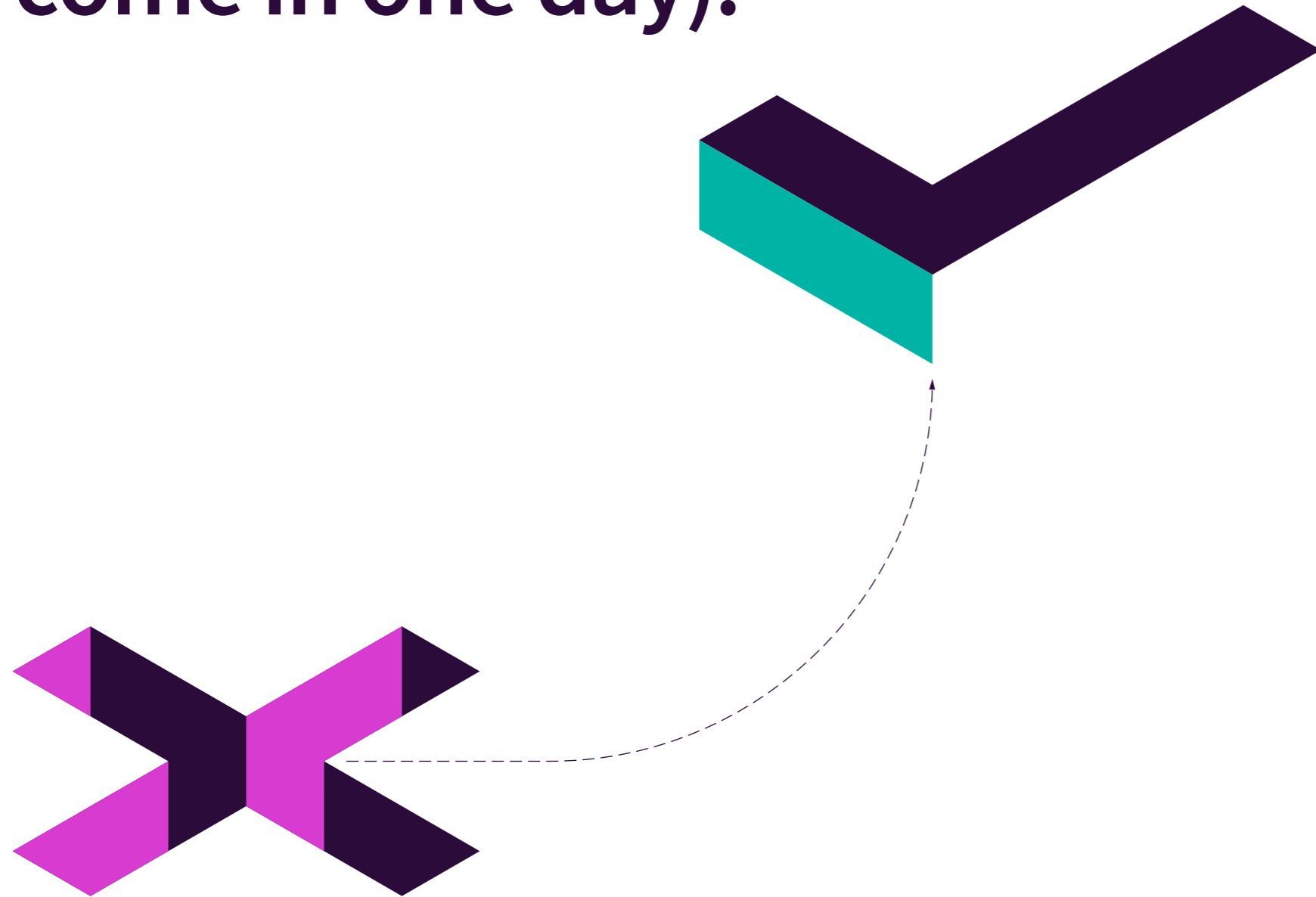
Once you've got your brand management system set up to fit snugly into your organisation, you can use it to serve up your approved assets to the users that need them. Permission management lets you control who gets to see which assets, and how they can use them.

Here's a nifty thing: if your platform has expiry control – like Brandworkz does – that means you can stop people using any materials that might need reviewing – from a marketing, brand, rights, or compliance perspective. Simply set a validity date and rest assured that nobody in your organisation can use the outdated asset beyond that point.

Gain a new super power: control of online usage

Advanced systems extend this kind of insight capability to images published online. That means you can track e.g. financial promotions and review how they're being used on the web. You'll be able spot any off-brand, or misleading usage, and take the promotion down if you have to.

05 Rise to the occasion (if the regulators do come in one day).



To be fair, businesses don't get audited that often. But a digital brand management tool that handles your production and approval processes can really help you when it does happen:

- It automatically generates an audit trail for each piece of collateral. That means you can, at any time, pull a clear record of how your organisation has reviewed and approved any marketing asset, and prove that it falls in line with the regulation.
- You can demonstrate each asset's journey – and your general process – in a matter of minutes. That always makes a good impression. Often, when auditors come back at a later time, they tend to only ask if your process has changed significantly – and if it hasn't, they're usually satisfied knowing that your approval workflows have been sound in the past.

- And if you still use hard-copy records, your brand management system can serve as a digital log for them.

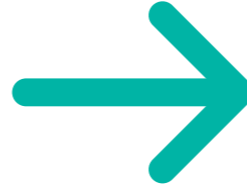
Simply search and replace

A digital system is handy as an easily searchable repository (or DAM) for all of your marketing materials. So for example, if your compliance team wants you to stop using a certain phrase in your marketing, you can quickly search through your entire pool of assets, identify the affected ones, and change the wording. Job done.

There's no better time than now to get compliant

There's obviously a bit more detail to marketing compliance than the five points above, but we hope we've shown you how a systematic, and technology-supported approach can help you establish a sound process once and for all – and save you a lot of worries and duplicate work at the same time.

Sure, you could handle compliance without a digital tool. But no manual process can scale as cost-efficiently and safely as a digital one. So buy yourself the time to think of bigger things, seize the opportunity, and get marketing compliance sorted once and for all. Your compliance colleagues – and your business decision makers – will thank you.



This mini-guide has been brought to you by Brandworkz.

We make the brand management platform that has helped hundreds of brand-savvy businesses streamline their marketing production, and make it consistent, compliant, and ready to scale.

We'd love to help you do the same.

[Get in touch](#)

About Brandworkz

Brandworkz is the award-winning cloud-based brand management platform that is specifically designed for marketers to help them maximise the value of their brand by delivering a strong, consistent brand everywhere.

Here at Brandworkz, we believe that the ultimate goal of every company should be to unite their whole workforce behind their brand promise. When brands achieve unity behind the brand promise, they can connect that promise to the customers and build true brand loyalty and value.

But this is a challenge for every company, no matter the size. There is often a disconnect in communication between internal teams, and as a result, sometimes

the brand promise does not get to the consumer. This results in inconsistent brand experiences that can damage the brand.

Brandworkz gives you the power to centralise and control the brand and its elements to improve brand consistency, increase brand value and ultimately grow the overall business value.

To find out more about how Brandworkz can help you, your marketing team and your brand please call Steve McGowan on 0207 288 9704, or drop him an email to steve.mcgowan@brandworkz.com.