

“How strong Marketing Content Management results in consistent communication across channels and more sales”

By: Paul Broersen - Adnovate

 **135 billion**

In 2014, marketing teams will spend \$135 billion dollars on new **digital marketing collateral**.



CMOs think **custom content** is the future of marketing.



Internet advertising will make up nearly 25% of the entire ad market by 2015.

“ Marketers will use dynamic content to deliver highly personalized experiences to the right audience at the right time. **”**

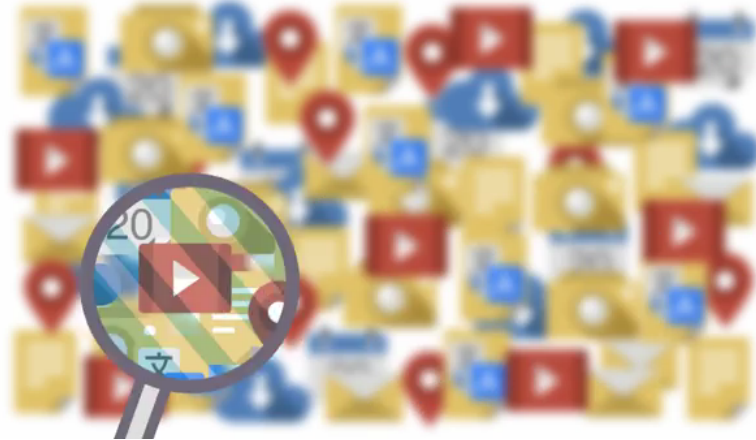
MarketingProfs

- How much time do marketers waste on searching existing marketing content?

12 minutes per day

26 minutes per day

37 minutes per day



37 minutes per day

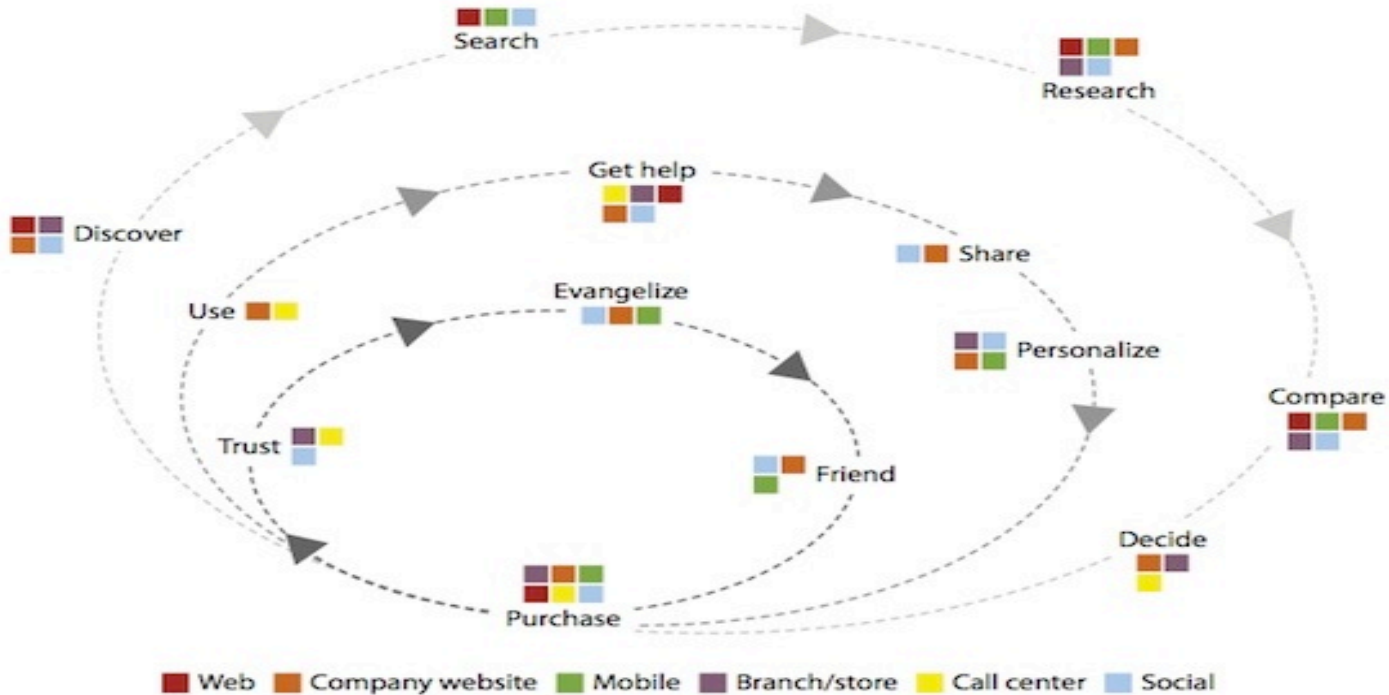
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more than 12 hours a month per employee



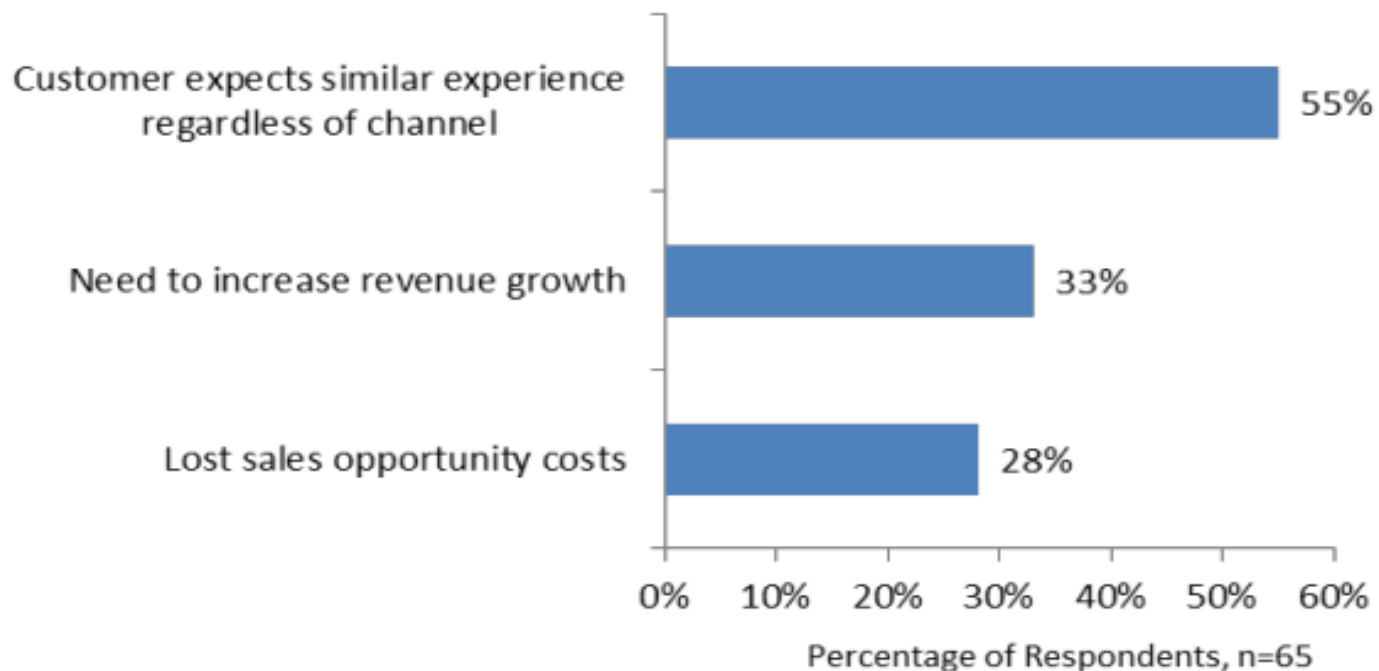
Pem Dorjee

Delivering cross-touchpoint customer experiences drives need for new capability



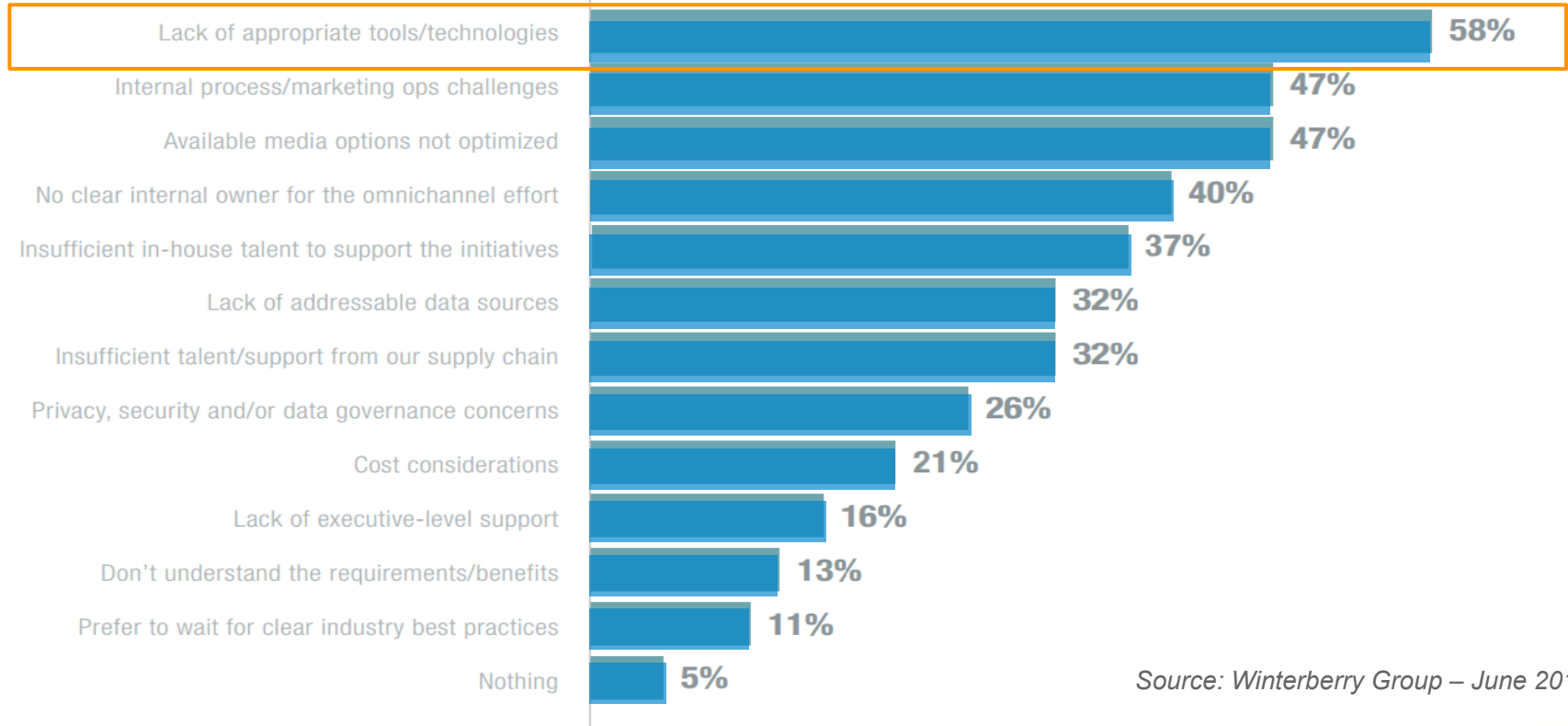
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Source: Forrester Research, Inc.



Source: Aberdeen Group, April 2013

Which of the following are inhibiting your ability to implement a multi channel approach?

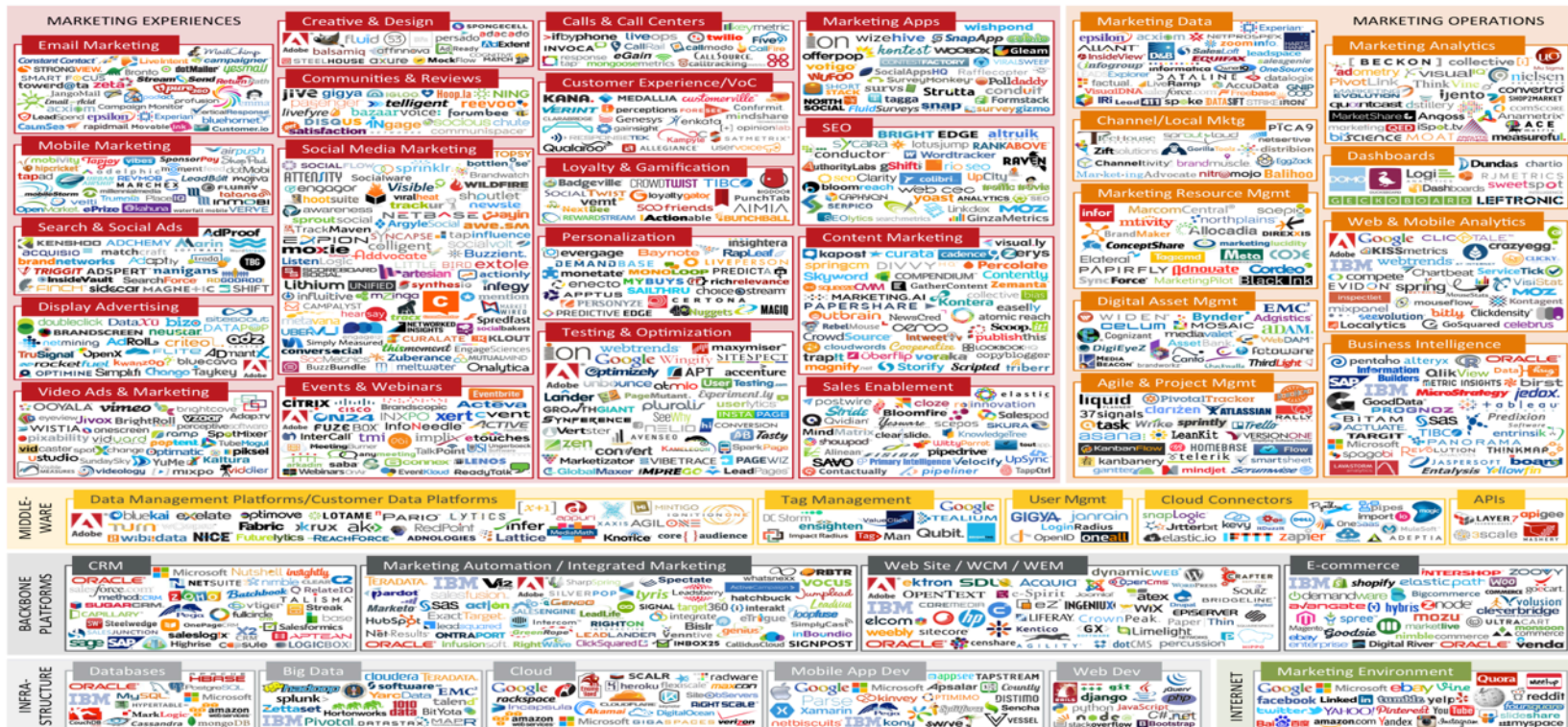


Source: Winterberry Group – June 2013



chiefmartec.com Marketing Technology Landscape

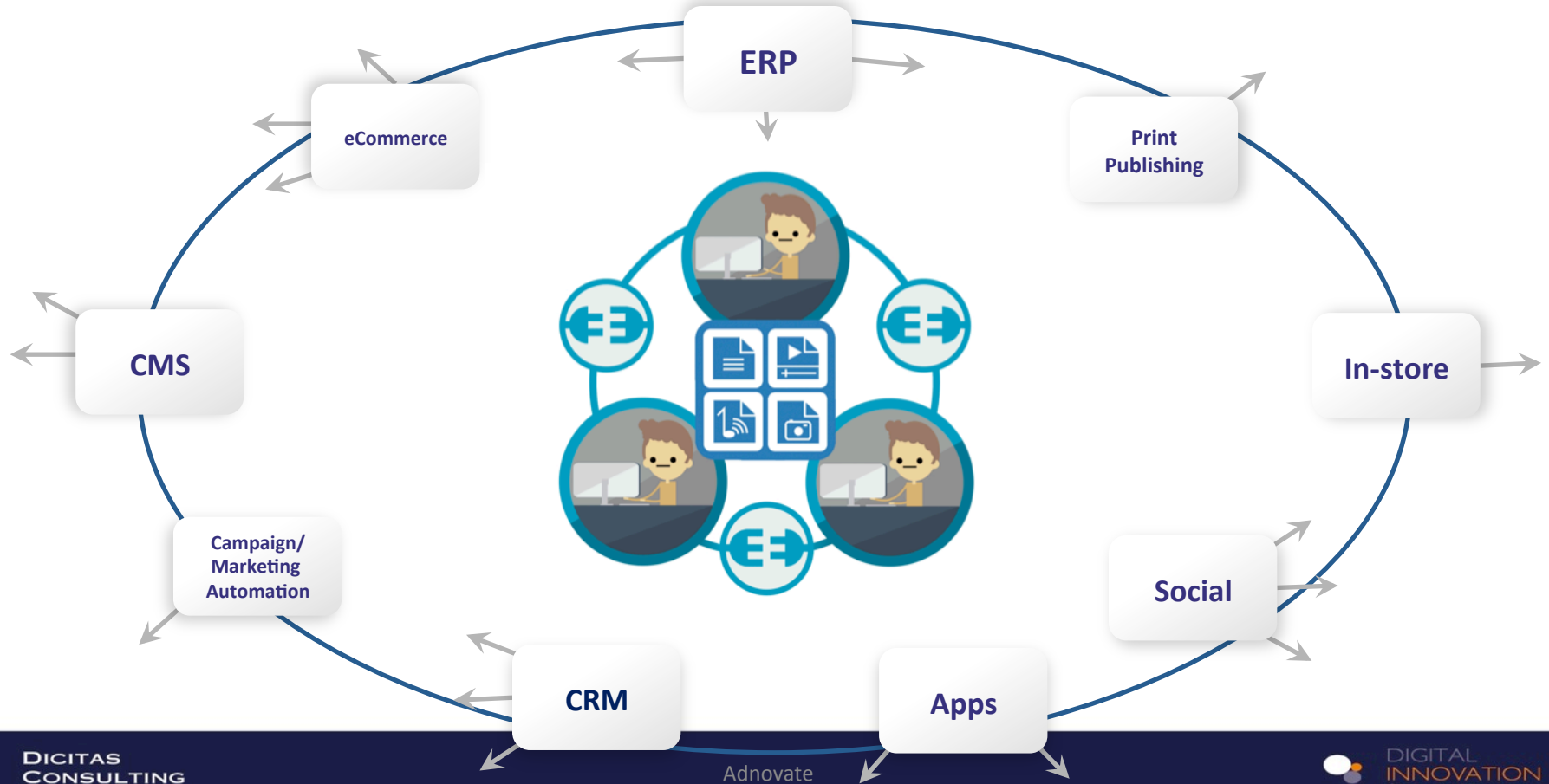
January 2014



by Scott Brinker @chiefmartec http://chiefmartec.com

So... how to deal with this?





Examples & Case Studies



Case

How to provide our channels with the right marketing content?



A photograph of four women in a social setting, likely a party or event. The woman on the far left has short blonde hair and is wearing a dark herringbone-patterned jacket over a white top, holding a glass of white wine. The woman next to her has long dark hair and is wearing a grey top with a dark jacket, looking down. The woman next to her has long brown hair and is wearing a dark top, looking towards the camera. The woman on the far right has dark curly hair and is wearing a black leather jacket, smiling at the camera. The background is dark with some golden, circular patterns.

Results

- Prompt and actual product information in multiple online channels
- Fast and efficient roll-out of POS materials
- More direct market response



Case

How to deliver consistent marketing content to various online and offline channels globally?

eCommerce



Web, mobile and print catalogue

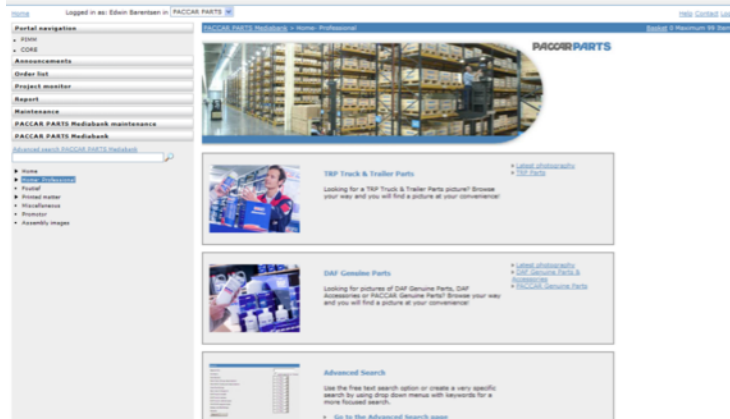


Press



Employees
and dealers

PACCAR PARTS



Brochures



Case

How to reach our goals?

More online channels

Customer touch points



Market development

Multi-lingual communication



Share marketing data

Support representatives

Adnovate

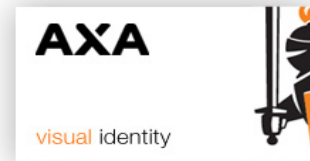
Support outlets

Relevant materials





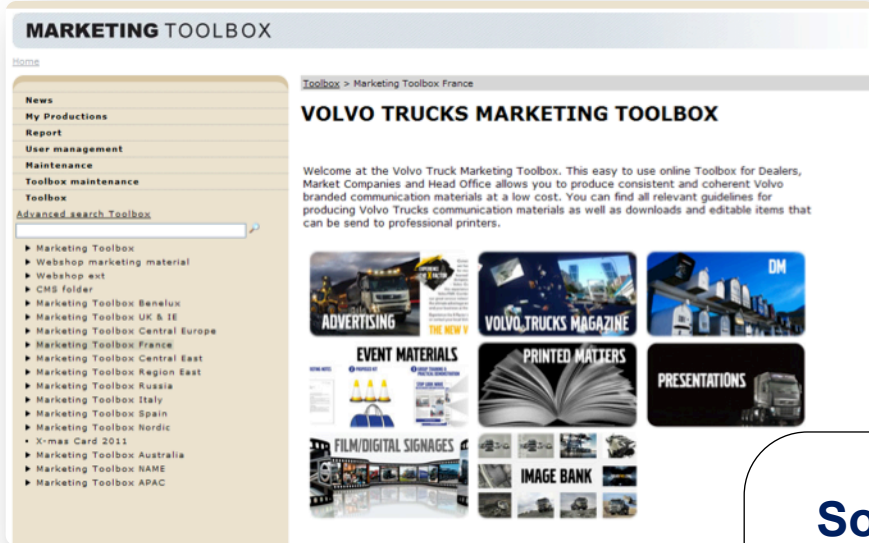
THE NEW STANDARD





Case

How to assure a consistent brand experience in a B-to-B market, with 1.700 dealers and 114 countries?



Solution

- Distributing information and creating communication materials
- Local marketing communication by dealers
- Monitoring

A close-up photograph of the Volvo logo, which consists of a circular emblem with an arrow pointing upwards and to the right, and the word "VOLVO" in a bold, sans-serif font across the center. The logo is mounted on a dark, metallic surface, likely the front grille of a car.

Results

- Improved efficiency
- Enhanced brand image
- Reduced costs: agency costs, sharing best-practices, time
- Increased communication activity

From a
**traditional
approach**

Case deBijenkorf 
Signing, Promotion & Publication



360° approach



Process driven & brand focused

Media

- | | | |
|--|--|---|
| ☐ Flyer | ☐ Advertentie | ☐ Productmailing |
| ☐ Winkelsigning | ☒ Magazine | ☐ Boekje |
| ☐ Mobiele app | ☐ deBijenkorf.nl | |
| ☐ Alle selecteren | | |

Results

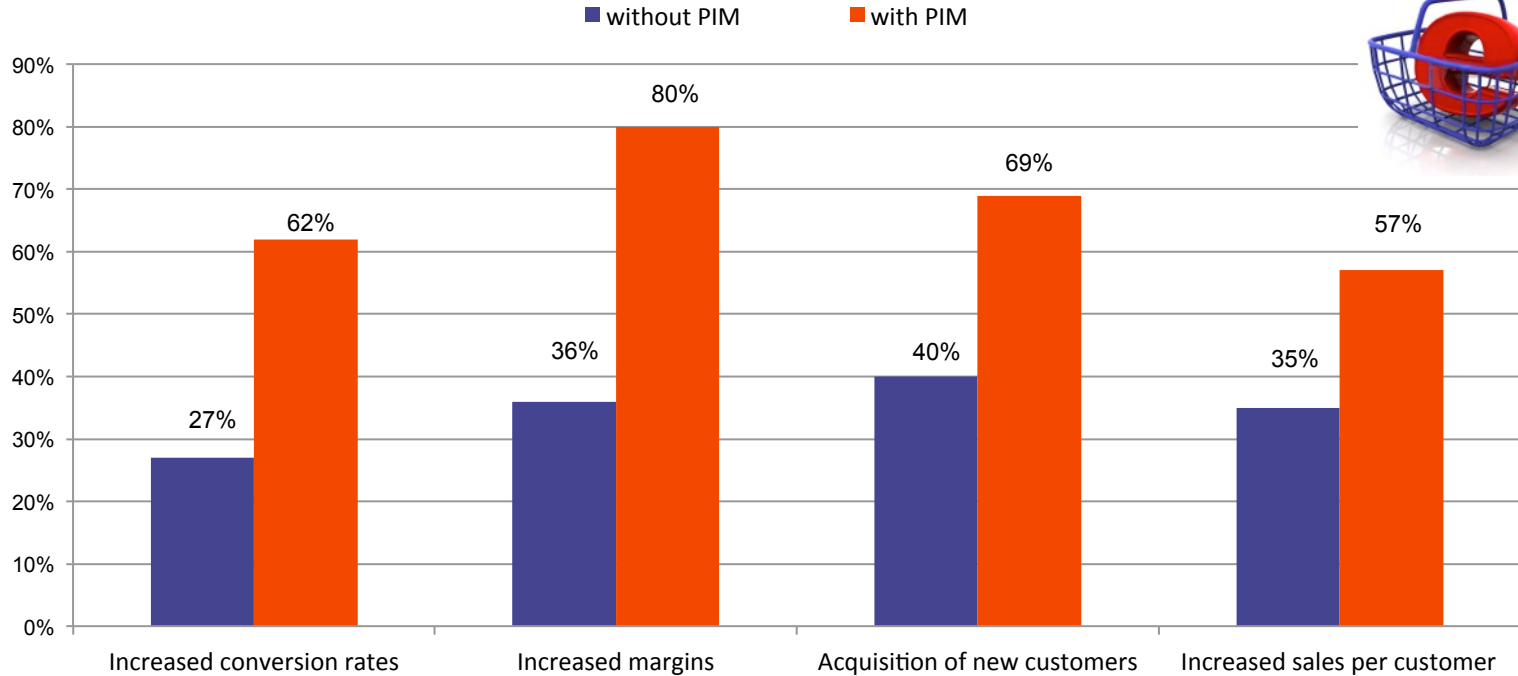
- Optimized store signage
- Brand compliant
- Significant cost reduction
- Overview on promotions
- Automatic publications
- Enhanced collaboration

Year-Over-Year Impact of PIM Technology

Key performance indicator	With PIM	Without PIM	Δ
Product Sales Growth	13%	8%	163%
Improvement in data accuracy	17%	5%	340%
Improvement in time-to-information	20%	8%	250%
Improved customer retention	11%	3%	367%
Improved customer satisfaction	8%	3%	267%

Source: Aberdeen Group 2014

eCommerce Performance



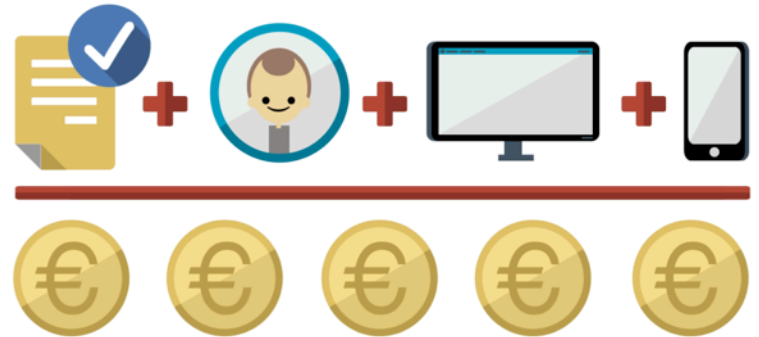
ROI of PIM

reduce the
search time by as much as

70%

-10% translation costs

20% reduction on campaign
development and roll-out costs



save **75%** time correcting errors in product
descriptions and **30%** time updating a product

1. Content centralization

2. Step-based approach

3. Not just Marketing Technology



Paul Broersen

pbroersen@adnovate.com

+31 346 58 28 00

@AdnovateUpdate 

