

“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.

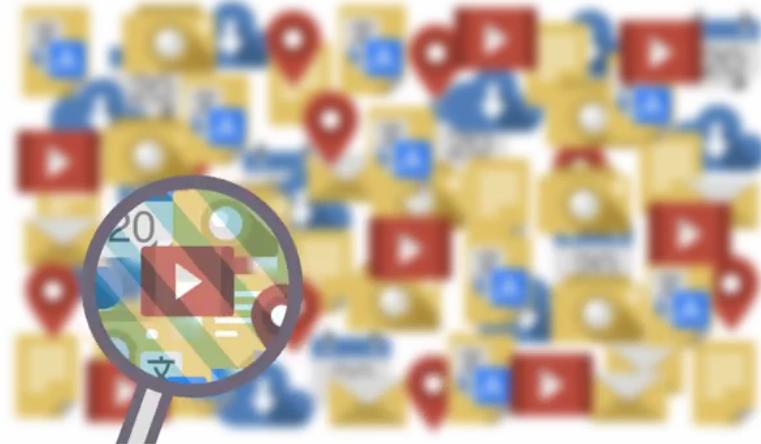
MarketingProfs

- 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

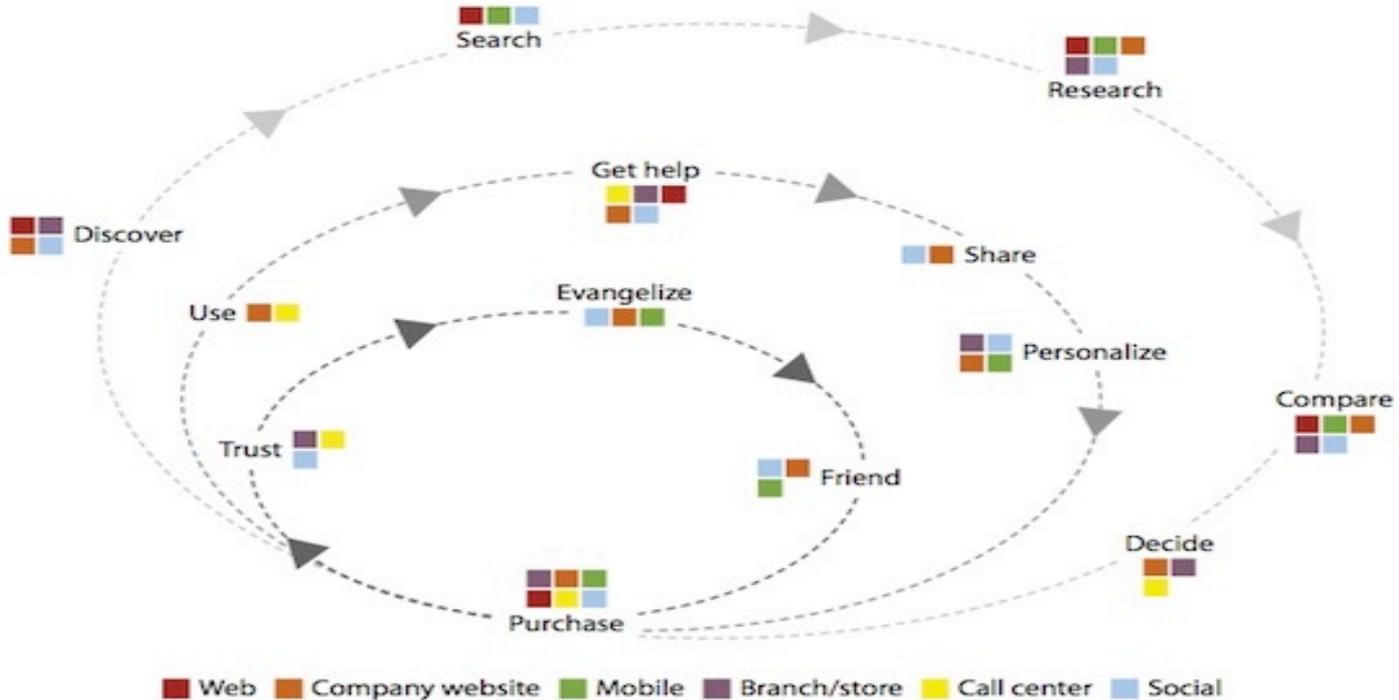
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more than 12 hours a month per employee



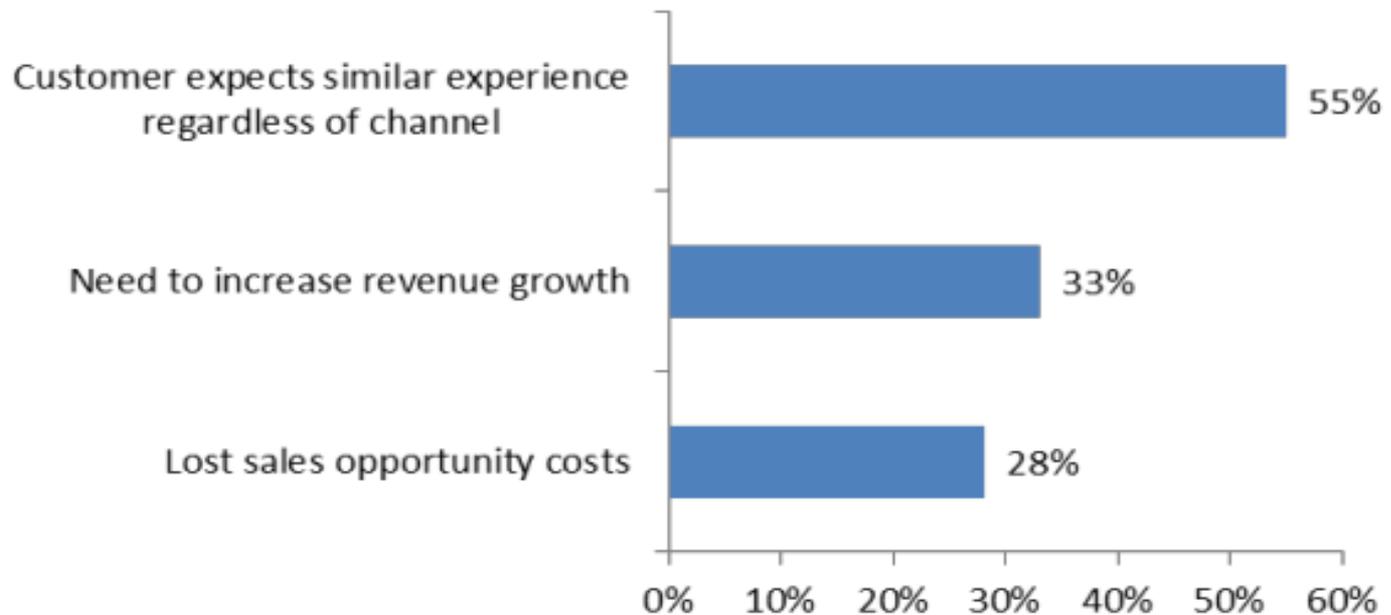
Pem Dorjee

Delivering cross-touchpoint customer experiences drives need for new capability



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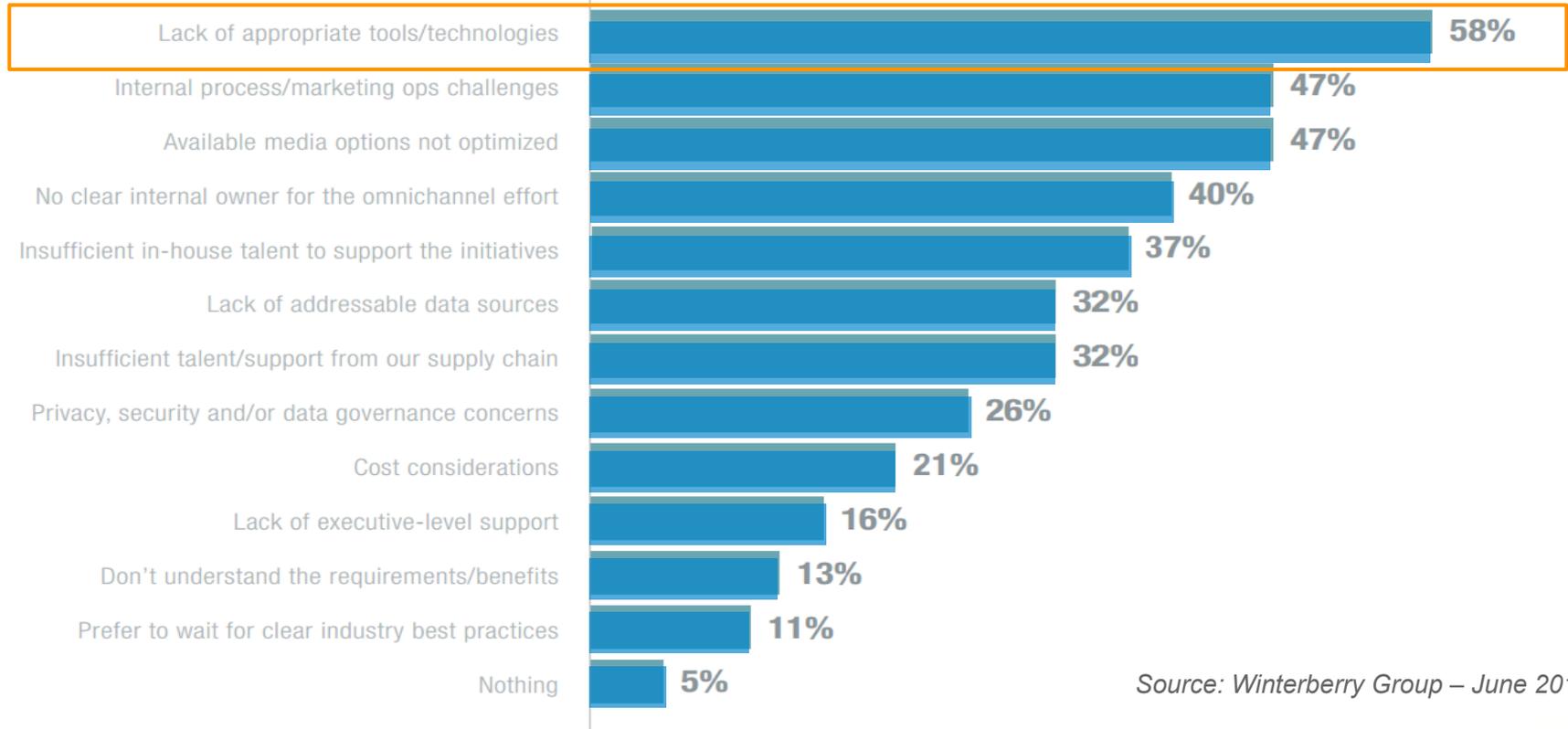
Source: Forrester Research, Inc.



Percentage of Respondents, n=65

Source: Aberdeen Group, April 2013

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



Source: Winterberry Group – June 2013



Marketing Technology Landscape

January 2014

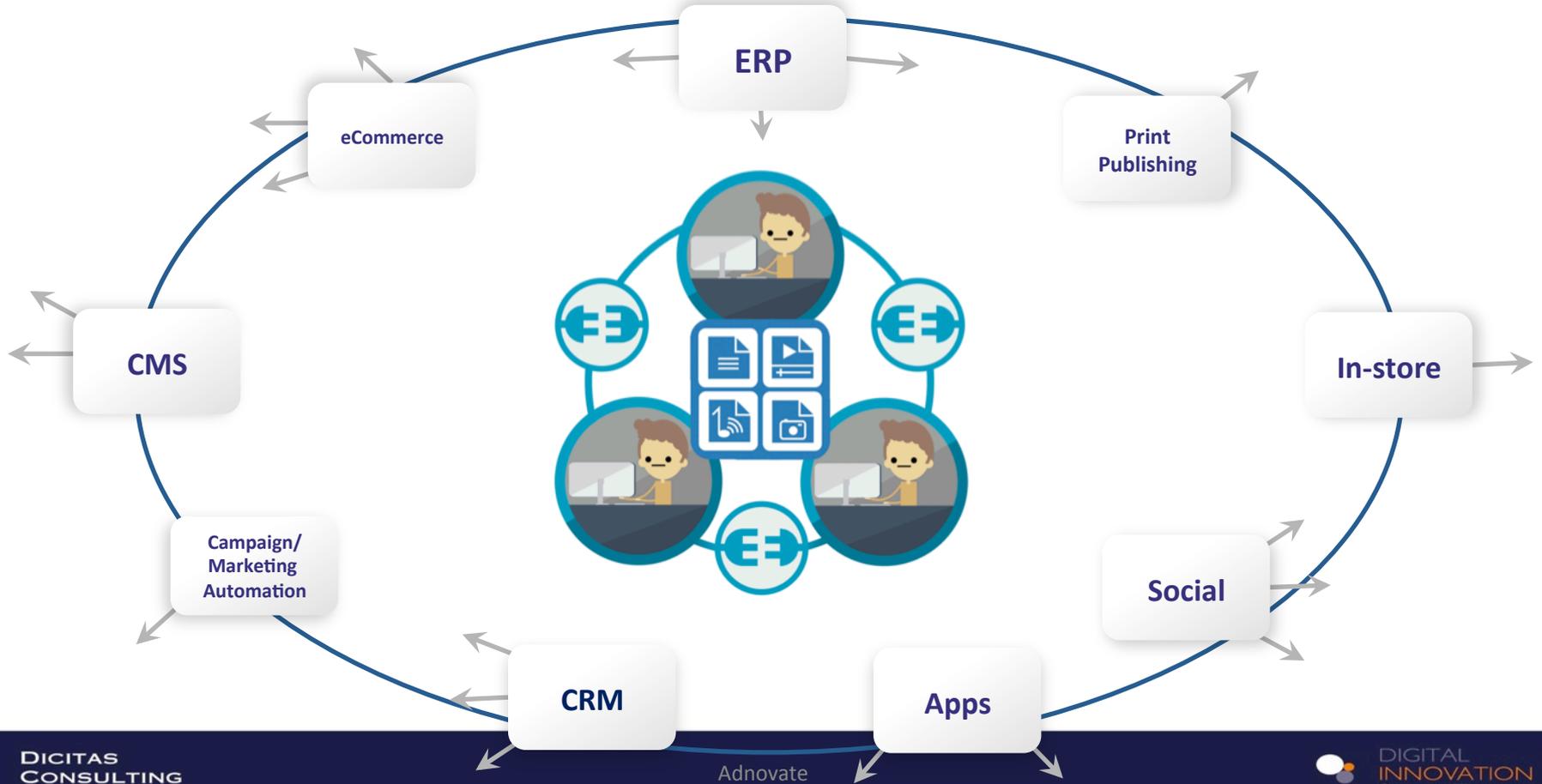
The image displays a comprehensive grid of marketing technology logos, organized into several functional categories:

- MARKETING EXPERIENCES:** Includes Email Marketing (Constant Contact, MailChimp), Mobile Marketing (iAdspire, Tapad), Search & Social Ads (AdProof, Kenshoo), Display Advertising (Bluebonnet, BrandScreen), Video Ads & Marketing (Vimeo, Brightcove), Creative & Design (Fluid, Persado), Communities & Reviews (Jive, Giga), Social Media Marketing (SocialFlow, Sprinklr), Customer Experience/VoC (KANA, Medallia), Loyalty & Gamification (Badgely, CROMTIVITY), Personalization (Evergage, Baynote), Testing & Optimization (Optimizely, Winifd), Events & Webinars (Citrix, Go2Webinars), Marketing Data (Altimeter, InsideView), Channel/Local Mktg (Pitca9, Ziff Davis), Marketing Analytics (Beckon, Visual IQ), Dashboards (Dundas, Logi), Web & Mobile Analytics (Google Analytics, Kissmetrics), Digital Asset Mgmt (EMC, Bluewin), Agile & Project Mgmt (Liquid, PivotalTracker), Sales Enablement (Postivite, Cloze), Tag Management (Google Tag Manager, Tealium), User Mgmt (Gigya, LogiRadius), Cloud Connectors (SnapLogic, Jitterbit), and APIs (Layer, Opigee).
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- MIDDLEWARE:** Includes Data Management Platforms/Customer Data Platforms (Altek, Oracle), Tag Management (Google Tag Manager, Tealium), User Mgmt (Gigya, LogiRadius), Cloud Connectors (SnapLogic, Jitterbit), and APIs (Layer, Opigee).
- BACKBONE PLATFORMS:** Includes CRM (Oracle, Microsoft), Marketing Automation / Integrated Marketing (Adobe, IBM), Web Site / WCM / WEM (Akamai, Oracle), and E-commerce (Magento, Shopify).
- INFRA-STRUCTURE:** Includes Databases (Oracle, Microsoft), Big Data (Hadoop, EMC), Cloud (Amazon, Microsoft), Mobile App Dev (Xamarin, Parse), Web Dev (Django, jQuery), and Marketing Environment (Google, Microsoft).

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

So... how to deal with this?





Examples & Case Studies

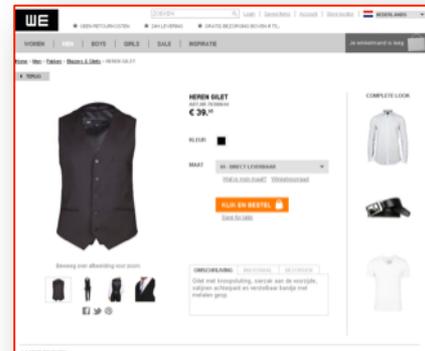


Case

How to provide our channels with the right marketing content?

We

La Redoute 



POS

PRODUCT

1+1=

€44⁹⁵

1=€44⁹⁵

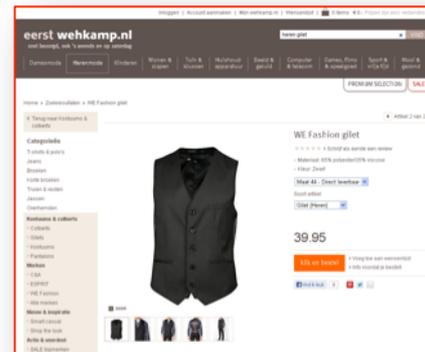
UNDERLINE 1

UNDERLINE 2

UNDERLINE 3

ADDITIONAL TEXT

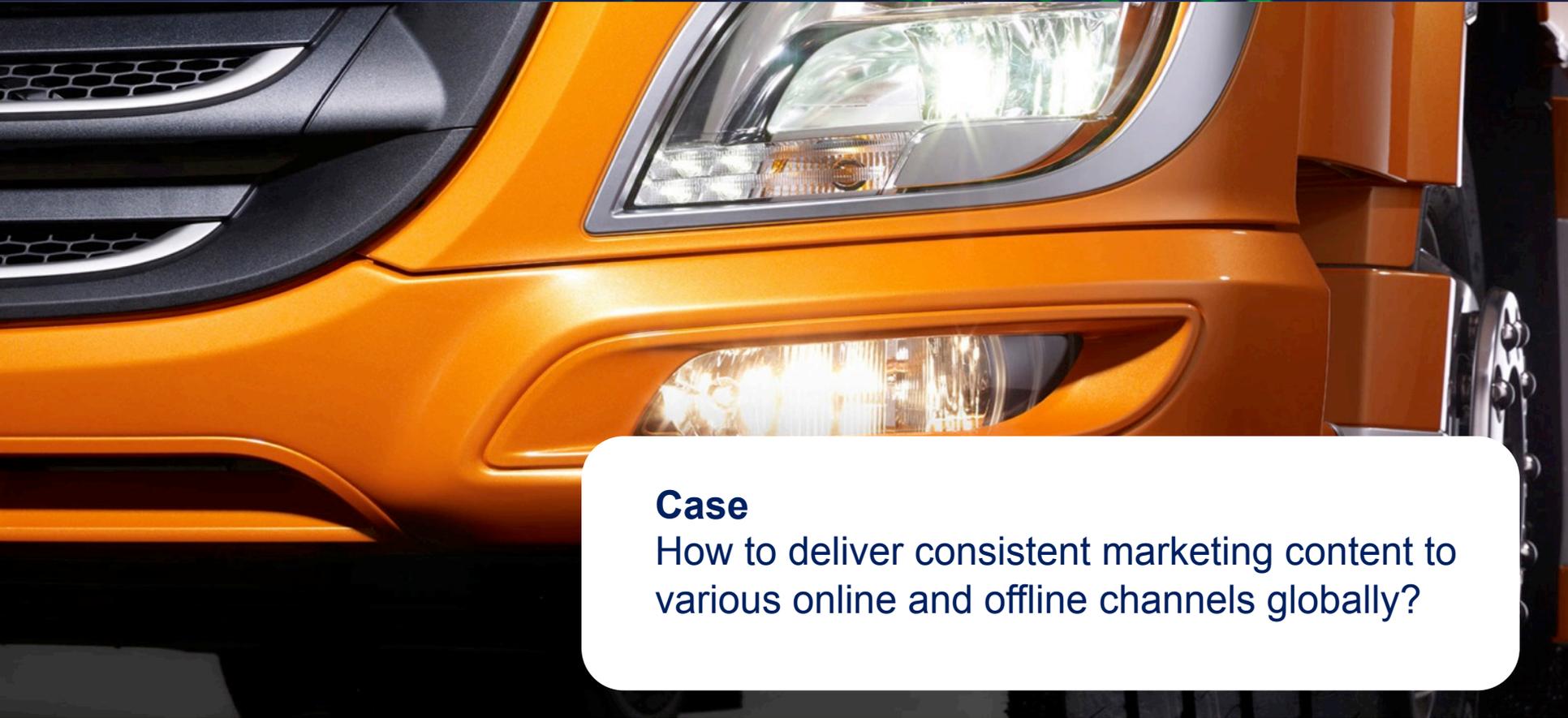
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Results

- 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



The screenshot shows a website interface with a navigation menu, a main banner for 'TRP Truck & Trailer Parts', and several product listings. A 'DEALS' banner is visible at the bottom right.

Web, mobile and print catalogue



This block contains two images: a screenshot of the Paccar website's 'TRP Truck & Trailer Parts' page and a physical print catalogue with the same title, showing a 3D rendering of a truck and trailer.

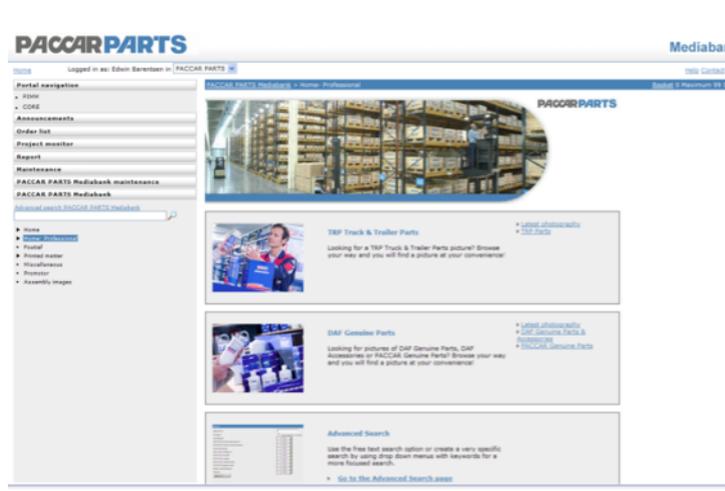


Press



Employees and dealers

PACCARPARTS Mediabank



The screenshot shows a user interface for 'PACCARPARTS Mediabank'. It includes a navigation menu on the left, a main content area with a warehouse image and product listings for 'TRP Truck & Trailer Parts' and 'DAF Genuine Parts', and an 'Advanced Search' section at the bottom.

Brochures



This block features two brochures. The first is titled 'SPRING DEALS' and features a yellow truck. The second is titled 'TRP LED Lighting' and shows various lighting fixtures.

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?

MARKETING TOOLBOX

Home

News

My Productions

Report

User management

Maintenance

Toolbox maintenance

Toolbox

[Advanced search Toolbox](#)

Marketing Toolbox

- Webshop marketing material
- Webshop ext
- CMS folder
- Marketing Toolbox Benelux
- Marketing Toolbox UK & IE
- Marketing Toolbox Central Europe
- Marketing Toolbox France
- Marketing Toolbox Central East
- Marketing Toolbox Region East
- Marketing Toolbox Russia
- Marketing Toolbox Italy
- Marketing Toolbox Spain
- Marketing Toolbox Nordic
- X-mas Card 2011
- Marketing Toolbox Australia
- Marketing Toolbox NAME
- Marketing Toolbox APAC

Toolbox > Marketing Toolbox France

VOLVO TRUCKS MARKETING TOOLBOX

Welcome at the Volvo Truck Marketing Toolbox. This easy to use online Toolbox for Dealers, Market Companies and Head Office allows you to produce consistent and coherent Volvo branded communication materials at a low cost. You can find all relevant guidelines for producing Volvo Trucks communication materials as well as downloads and editable items that can be sent to professional printers.

- ADVERTISING
- THE NEW V
- VOLVO TRUCKS MAGAZINE
- DM
- EVENT MATERIALS
- PRINTED MATTERS
- PRESENTATIONS
- FILM/DIGITAL SIGNAGES
- IMAGE BANK



Solution

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



VOLVO

Results

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

From a
traditional
approach

Case de Bijenkorf 
Signing, Promotion & Publication



360° approach



Process driven & brand focused

Media

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

Results

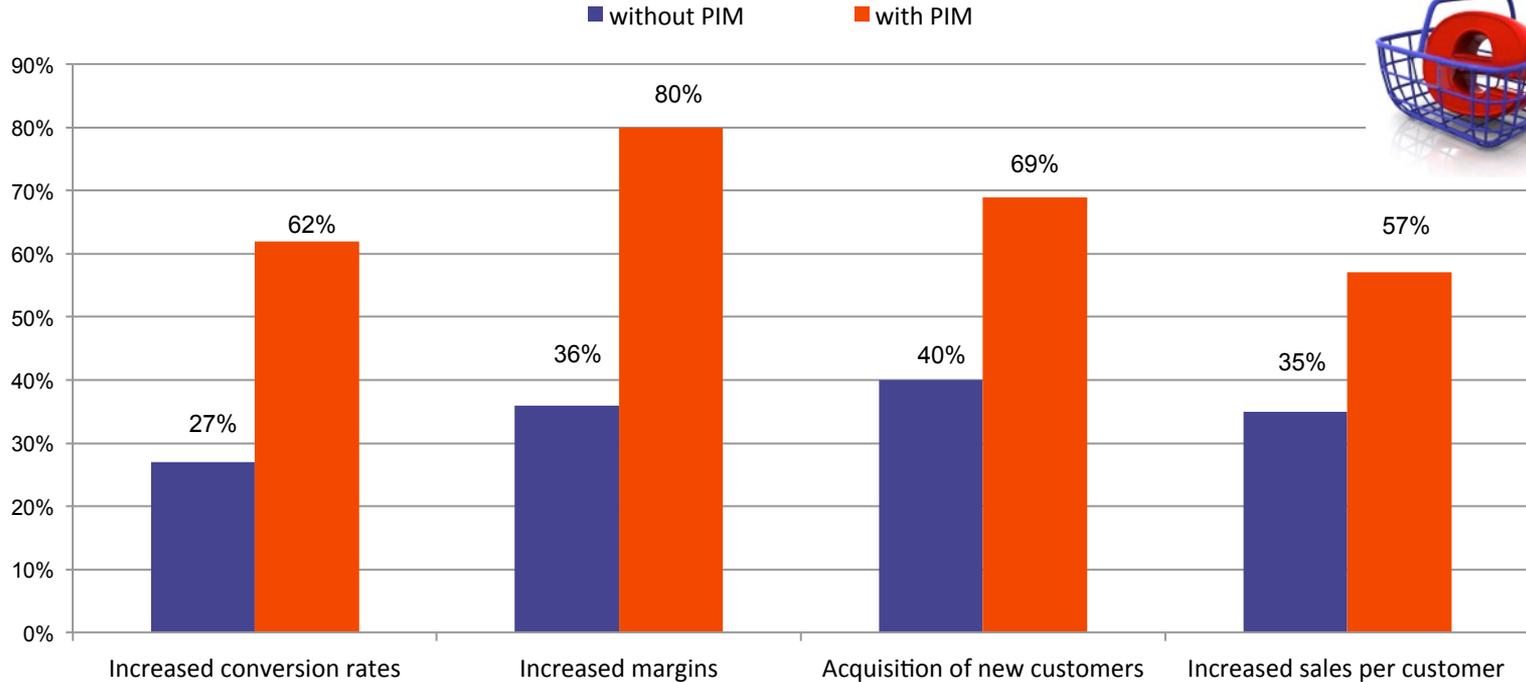
- Optimized store signage
- Brand compliant
- Significant cost reduction
- Overview on promotions
- Automatic publications
- Enhanced collaboration

Year-Over-Year Impact of PIM Technology

Key performance indicator	With PIM	Without PIM	△
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%

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

-10% translation costs

20% reduction on campaign development and roll-out costs



1. Content centralization

2. Step-based approach

3. Not just Marketing Technology



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