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**BRAND CHAOS**

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**BRAND CONSISTENCY**

Answering Content Challenges of Distributed Marketing

# From Brand Chaos to Brand Consistency

## Answering Content Challenges of Distributed Marketing

by: Ardath Albee

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Companies with a distributed marketing process find deep disconnects with their ability to align and deliver corporate content with localized needs. Many organizations have accumulated what the CMO Council refers to as a “platform pileup” consisting of point solutions that lack integration, create silos and hinder brand consistency, accountability and the execution of synchronized campaigns and content across markets.

While corporate marketers would prefer to lock down governance for content assets to protect brand integrity and compliance, doing so just causes local and field marketers and salespeople to go rogue to get what they need. The result isn't pretty. Research from the CMO Council finds that local contingencies grade their experiences in accessing and using content and collateral locally a mere C+, indicating that improvements would be welcome.

With the advances in technology that enable the corporate marketing team to deploy a centralized content distribution platform in the cloud, there's really no reason why localized efforts should challenge brand consistency. The corporate team maintains control by assigning user authority on the platform and is able to gain visibility into what content is being used or shunned.

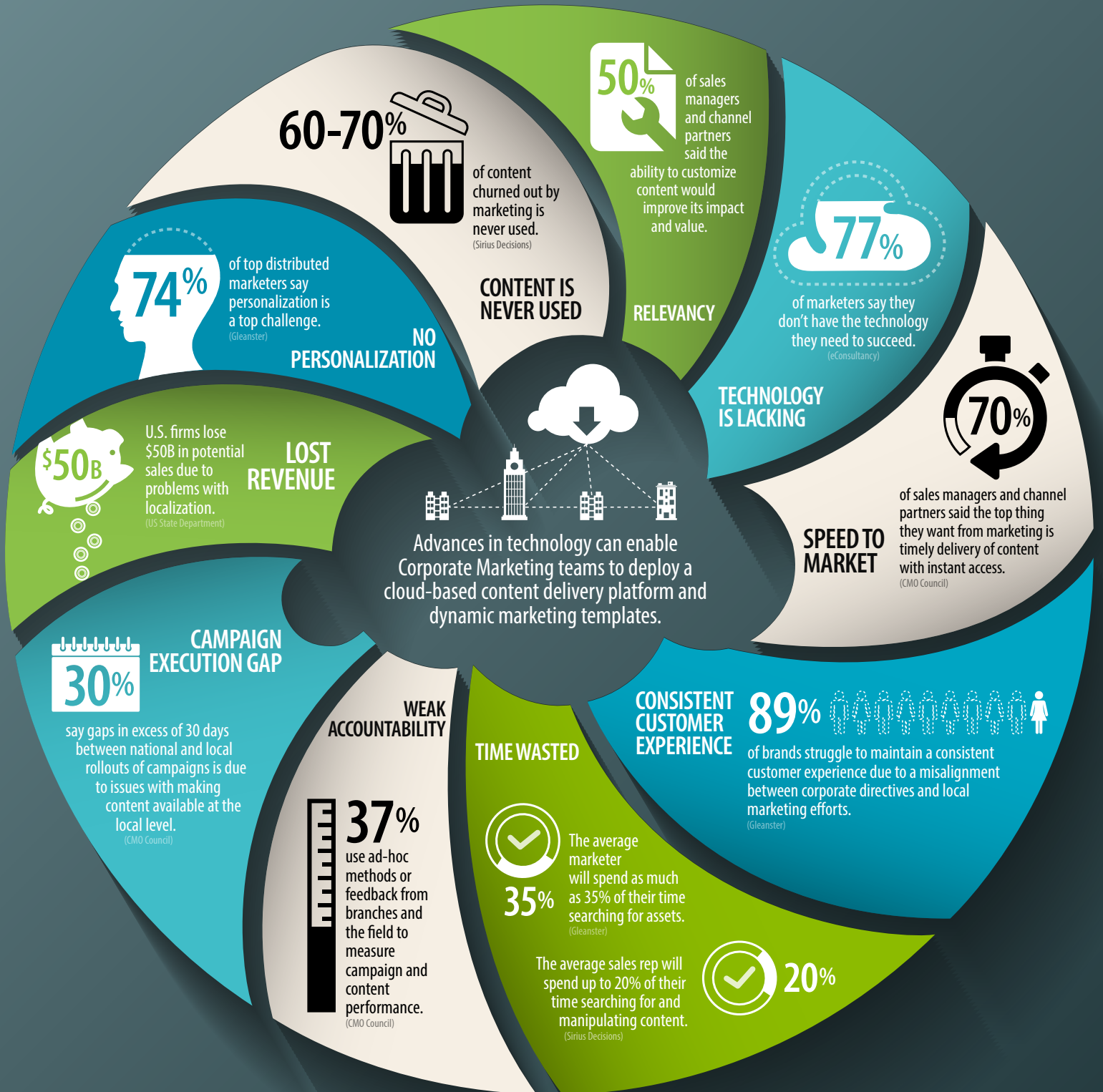
With dynamic template capabilities, corporate can create html templates for email, brochures and other assets, specifying which content areas can be customized and what must remain for the sake of compliance and brand consistency.

Once a centralized platform is deployed, the value multiplies. A survey of brand marketers who have done so find that they're 8X less likely to rank brand consistency as a top challenge and 9X less likely to have a challenge with data quality (Gleanster). With brand integrity assured and the ability to measure effectiveness used to direct their content investments in the right places, their contribution to the bottom line becomes evident.

But, for brand marketers hesitant to take the plunge with a content distribution platform to get content to market fast, improve visibility and increase the delivery of a consistent and personalized customer experience, you may wish to reconsider. The challenges of not solving the corporate vs. local content marketing challenge can also multiply the difficulties you have in reaching your goals.

# 10 CHALLENGES

## A CONTENT DISTRIBUTION PLATFORM WILL RESOLVE



## About the Author



**Ardath Albee** is a B2B Marketing Strategist and CEO of her firm Marketing Interactions, Inc. She helps companies with complex sales turn prospects into buyers with digital marketing strategies and content platforms that show them what's possible, why to embrace change, and how to gain value that drives business. Ardath authored the book *eMarketing Strategies for the Complex Sale*, has written an upcoming book, *Digital Relevance*, and has been voted one of the 50 Most Influential People in Sales and Lead Management for the past three years.