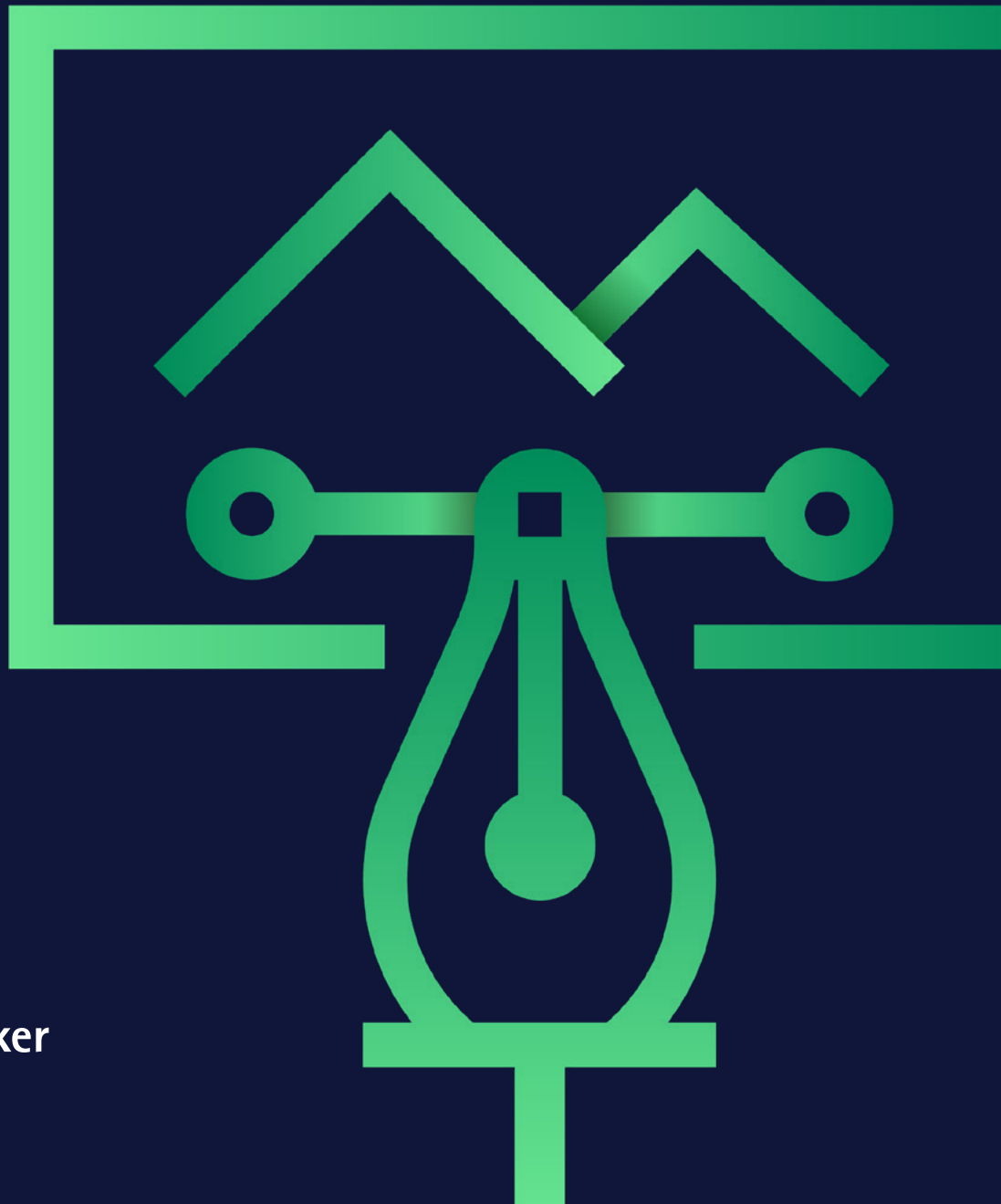


BrandMaker Solution Series

Content Creation & Distribution

How leading marketing teams run agile processes to create, approve, distribute and monitor content



BrandMaker

Overview of BrandMaker for Content Creation & Distribution

Marketing's ability to make a business difference relies fundamentally on the marketing team's ability to develop content that creates a favorable customer experience and the ability to distribute that content to prospects.

That job is made harder by the profusion of media, campaigns, markets, and customer segmentations that characterize today's marketing operations. A challenging role has become far more complex.

That's why BrandMaker designed a performance measurement and optimization solution that gives you the visibility, agility, and reporting ability to demonstrate your impact.

For the first time, you will be able to report "one version of the truth" without needing a team of analysts to pull and reconcile numbers for a week.

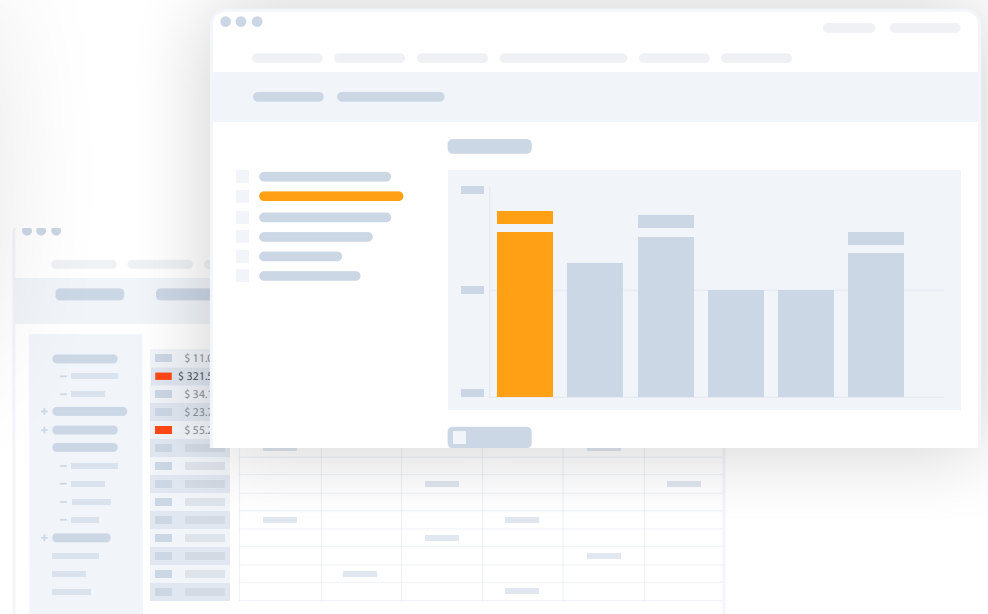
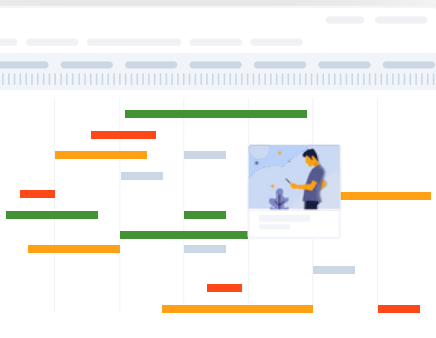
That's not a dream - It's what you're in marketing to do.

Our solution is based on the following BrandMaker products

Marketing
Planner

Workflow
Manager

BrandMaker
Fusion



BrandMaker Helps You Unleash Your Marketing Superpowers...

...by accelerating content development

Whereever your resources and subject matter experts reside, marketers need to assign and coordinate their work. Marketers need a system that can pull all elements together collaboratively, with all necessary assets at their fingertips, to improve both quality and response time.

...by maximizing content utilization

To a great extent, content utilization is driven by delivery. Content must be where and when it is required, whether to a printer, a publication, a salesperson or a customer, which can become quite complex when the organization is global and delivery is local.

...by increasing visibility through the development process

Visibility into the development process, when resources are disbursed, is a next-to-impossible task when marketers do not have a system built for visibility. The trafficking of progress on projects that might be local or might span the globe can be monumental – what's on time, where are there bottlenecks, where do we need extra resources?

...by increasing market responsiveness

Execution cycles continue to get shorter and shorter. Markets have a way of changing without telling you first. The expectations for marketing responsiveness continue to ladder. Marketers need a system that harnesses the right resources to an accelerated schedule.

What You Gain

Marketers can get their content created, approved, finished, distributed, launched, and monitored more efficiently and effectively than ever before. BrandMaker helps them align operations with strategy, and to create clarity around goals while making goals SMART, based on “one version of the truth”.

- They can manage agencies worldwide with more transparency and certainty, helping them get more value from their limited resources in the very part of the marketing process that seems to consume so much of them.
- Beyond content development, they can get content quickly, efficiently, and reliably to their internal stakeholders around the enterprise and the world.
- As a result, they can increase use of global assets by local teams by using a clear, central pool of available content and a simple shopping cart.

What You Can Do

With BrandMaker you can:

- Simplify the development process by assigning tasks within the team, between in-house members, as well as with external partners like agencies, photographers, freelancers and print service providers
- Assign owners to campaigns and implement clear, structured, and well-designed supplier processes, including making the quotation processes transparent and contract placings traceable
- Enable decentralized teams to create localized media for cooperative marketing
- Improve and speed the approval process by setting the level of customization in rule-based templates so non-creatives can make adjustments without breaking design integrity
- Get notified as soon as an updated version of a linked object is available and automatically refresh the publication
- Show a complete history and audit trail of changes and guarantee that the latest media version gets reviewed
- Maximize the impact of your content development investment by simplifying the process to reuse digital assets
- Make assets available to internal or external users for review, editing, or publishing, and see who is using which assets, where, when, and even why assets
- Have a real-time overview of all marketing assets and their availability around the world
- Update and approve product information centrally and keep product data up to date with an output-neutral format across all media channels.

Our Customers

These companies rely on BrandMaker for marketing resource management.

In fact, BrandMaker is trusted by more than 300 companies and over 300,000 users around the world who are responsible for over 2 million pieces of content and \$20B in marketing spend, including:

20 leading banks including UBS and Deutsche Bank

20 leading manufacturers including Zeiss and TMD Friction

10 leading automotive companies including Porsche and Daimler

10 leading life science companies including VWR International and Bayer.



What Clients Say

Marketers are sometimes surprised to realize just how established BrandMaker is, with hundreds of global clients on nearly every continent. But that just reflects our style to focus on promoting our clients more than ourselves.

It's not surprising, then, that BrandMaker clients give us a 4.5 (of 5.0) satisfaction rating according to Capterra, far ahead of the client experience of other systems.



“We can plan the next campaigns much more efficiently and successfully.”



Dimitrios Koulakiotis,
Head of Tools & Infrastructure,
Corporate Brand and Communications,
ZEISS

“Approval and review processes are much simpler today.”

„DekaBank

Stefan Hofhans,
IT-Service Sparkassenvertrieb,
DekaBank Deutsche Girozentrale



Impact You Can Have

BrandMaker Can Deliver

up to

50%

reduction of the cycle times of standardized jobs



up to

30%

reduction in time spent on producing materials



up to

30%

decrease in agency iterations

up to

60%

reduction in the number of project cancellations

We Will Help You Reach Your KPI Goals!

Why we are here

BrandMaker gives global enterprise management the ability to run their internal marketing operations more effectively so their external marketing can have bigger business impact. Our mission is to equip the marketing leaders of the world's largest companies to be the business-building powerhouses they need and want to be.



About BrandMaker



With offices in the US, UK, and Germany, BrandMaker is a fast-growing firm with over a decade of global enterprise experience and over 170 enthusiastic employees.

BrandMaker was founded in 2008 to tame the complexity of enterprise marketing management. With our European roots, equipping companies to work across silos, cultures, and borders comes naturally. Integration and agile collaboration are in our DNA.

The BrandMaker Solution Framework



How we work

BrandMaker is particularly helpful for senior marketing directors such as the CMO, head of digital marketing, and head of marketing operations.

Our scope and depth deliver visibility and efficiency throughout the marketing department. Customer service is a matter close to our heart with the highest priority at BrandMaker. That is why our clients stay with us more than 5 years on average. Accordingly, Forrester and Gartner recognize BrandMaker as a leader in providing Marketing Resource Management (MRM) solutions.

Unleash Your Marketing Superpowers!

Contact us.

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