

Case Study



Improving Marketing Performance Today and Tomorrow

BrandMaker is Changing the Way We Market

Customer
ProQuest

Industry sector
Media / education

Employees
2,000+ world-wide

Solution
BrandMaker Marketing Planner
BrandMaker Digital
Asset Manager

“BrandMaker has given us an essential window into the operation of our marketing department, to manage our workflow and understand how to improve. Transparency and consistency are the two biggest benefits we’ve received.”

Jacqui Gilchrist, Senior Director Americas Marketing, ProQuest



Efficient marketing and media management system

Facts

50-55
users in marketing

Over
2000
assets in the system

10-15
users in product marketing

Challenges

- No visibility into workflows or productivity
- No central storage of assets
- No way to ensure brand compliance at the local level
- Different ways of measuring the same thing (no single source of the truth)

Outcomes

- The ability to track, measure, and improve workflows
- The central storage of all digital assets, with immediate global access
- Greater brand consistency around the world
- One system provides one source of truth that can be communicated to Business Units, Product Marketing, and Sales.

About ProQuest

ProQuest manages the world's largest collection of dissertations and theses; 20 million pages and three centuries of global, national, regional, and specialty newspapers; more than 450,000 eBooks; rich aggregated collections of the world's most important scholarly journals and periodicals; and unique vaults of digitized historical collections from great libraries and museums.

Their technologies uncover the right content at the right time, and provide online platforms for anytime, anyplace collaboration. For librarians, ProQuest is a partner in providing practical and increasingly interoperable Software-as-a-Service (SaaS) solutions for acquisition, assessment, management, and marketing of their information collections.

Through its portfolio of assets, - including content, technologies, and deep expertise, - ProQuest drives better research outcomes for users, and greater efficiency for the libraries and organizations that serve them, worldwide.

Executive Summary

ProQuest preserves and enables access to 90,000 authoritative sources, 6 billion digital pages, and spans 6 centuries, empowering researchers and librarians around the world.

Prior to adopting BrandMaker, the effectiveness of ProQuest's marketing was largely hearsay; the efficiency of ProQuest's marketing department revolved around personal hard drives and individual memory ("Who had that photo? Someone did a great job on the content - anyone remember who?").

The implementation of BrandMaker brought their worldwide marketing organization the ability to track, measure, and streamline their workflows, and to store their digital assets centrally. Overall, ProQuest marketing has experienced a reduction in complexity and duplication of effort, alongside increased productivity and cost-efficiency.

Detail

ProQuest has been on a marketing evolution. From changing the way it thinks about marketing - from tradeshows and brochures - to deeper customer engagement and stronger sales support.

"Previously, we had no data or benchmarks regarding our workflows or project management. We had no high-level insight into how to manage our current workload, let alone expand. We just didn't have the data to really understand our world."

Jacqui Gilchrist, Senior Director, Americas Marketing, ProQuest

Marketing is comprised of 3 regional teams, totaling 50 - 55 marketers. Services and operations are shared resources. Internally, their customers are the business units and product marketing (which also has access to BrandMaker).

Prior to BrandMaker, marketing was using disparate and inefficient systems. One service was used for storing files and assets (as well as individual hard drives), and another for budgets. There was a homegrown solution for sales. They had a CRM system, but it was not universally accepted or used.

“BrandMaker is literally changing the way we market.”

Jeff Wilensky, Vice President Global Marketing, ProQuest

Immediate benefits have been realized:

- Centralized, indexed storage of (eventually) all assets and templates
- Visibility into workflows that improves performance
- Greater brand consistency at the local level
- Improved communication with Business Units, Product Marketing, and Sales

Today, BrandMaker supports ProQuest in three critical ways:

Campaign Planning & Execution

This brings ProQuest the centralized project planning and management tools that provide a window into workflows and collaboration. They have set benchmarks, and analyze performance against those metrics to leverage the improvement in quality and productivity. All resources have access. All customers are aware that if they need marketing, it starts at BrandMaker.

Brand Management & Localization

Previously, brand consistency weakened with distance. BrandMaker’s localization capabilities enables the desired compliance (which also improves results), and automates tasks such as translation.

Content Creation & Distribution

ProQuest is in the process of storing and indexing all assets. Once complete, this will drive strong improvement in consistency, effectiveness, and importantly, cost-efficiency. Sales will have a portal where they can access pre-approved support materials.

“We need to simplify our story lines and themes to those that have greater relevance to the customer. Marketing must become much more effective in moving prospects along the consideration journey. Marketing also is developing a more structured B2B2C faculty marketing approach to drive stronger usage and the customer's internal change management.”

Jeff Wilensky, Vice President Global Marketing, ProQuest

Outlook: Tomorrow, BrandMaker enables global continuous improvement

ProQuest is very clear about their next step – getting on the path to optimizing marketing results.

Performance Measurement & Optimization

ProQuest marketing’s goal is find out what works and make it work better. With BrandMaker providing the measurement, ProQuest will be able to determine what marketing execution works best in a use case, and concentrate on that. Baseline results and track ways to further increase results. Optimize the strategy and increase marketing performance.

By optimizing marketing performance of today’s implementations, marketing can concentrate on better understanding the needs and preferences of prospects to fine tune messaging and content.

Business Units, Product Marketing and Sales see this as huge.

“Management is delighted to have these insights and is very involved. Sales are early adopters. BrandMaker has been easy to work with and quite supportive.”

Jacqui Gilchrist, Senior Director, Americas Marketing, ProQuest

BrandMaker is the leading software provider for effective Marketing Resource Management (MRM).

BrandMaker gives enterprise marketers the visibility and control to optimize their marketing operations. The enterprise-level MRM solution turns marketing into a business-building powerhouse by letting marketing leaders get on top of their budgets, people workflows, campaigns, and marketplace performance. BrandMaker is made to tame the complexity of multinational marketing. With our European roots, equipping companies to work across borders, cultures, and silos comes naturally to us. Accordingly, Forrester and Gartner recognize BrandMaker as a leader in MRM. More than 300 leading companies including Bayer, Daimler and Avantor trust in our solutions to increase their effectiveness in marketing planning and execution.

Unleash Your Marketing Superpowers!

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