

## Improving the reuse of marketing assets



By Chetan Saiya (CEO, Assetlink)  
Published by *The Wise Marketer* in July 2008.

***A widespread lack of careful reuse of marketing assets has become a major cause of marketing inefficiency, according to Chetan Saiya of marketing operations management firm Assetlink...***

Marketing organizations typically invest a lot of money in creating the right tools needed by the sales force and the channels organization, as well as content for their own lead generation and branding campaigns. These assets include brochures, data sheets, logo art, advertisements, web banner ads, email banners, website creative, artwork and graphics for slides etc. With an increase in spending on online channels, there has been a dramatic increase in the need for such marketing assets. However with an expanded need come a number of issues.

Issues in usage of marketing assets within an organization  
As the need for marketing assets by various stakeholders within a company increases exponentially, a number of issues arise, including:

- **Lack of asset reuse**

In a large organization, the various product teams and the regional marketing teams are often responsible for creating localized campaigns for lead generation and localized brochures and other marketing material for their sales teams. However, such assets are typically created and managed manually at corporate marketing – scattered among various file servers, people's computers, at vendor sites and even physical binders. As a result, product and regional marketing teams don't have good visibility into the assets that already exist and could be reused by them for their local needs.

Even when the digital assets are stored in a central place on a computer, it is often difficult for the regional organizations to search and find the right corporate assets for localization, or for the product organizations to reuse some of the images or elements from an existing marketing asset. Even if these marketing assets are searchable from a computer via internal software applications, regional organizations have to first find the right asset they are looking for and then engage the corporate agency that created the original asset to customize it for their own use. Due to the long timelines for such a process, especially when corporate agency is many time zones away, the local organizations may find it easier to engage a local agency and recreate such assets. As a result, instead of reusing existing assets, the regional sales and marketing organizations end up creating new assets or repurchasing images, causing the investments made by corporate marketing in those assets to be wasted.

- **Violation of branding guidelines and elements**

When the marketing assets are created and consumed regionally, corporate may not be in the loop for approvals. Even if the local marketing agencies violate any of the corporate branding elements and guidelines, the assets created by them still reach current and future customers. The messaging on such locally created material may be 'off' or the branding elements often used incorrectly or look-and-feel consistency not maintained across documents. Continued violation of branding elements can dilute the overall brand equity of the company.

- **Risk of copyright infringement**

When assets such as images are purchased locally, they are less likely to follow consistent guidelines for negotiating usage rights on photographs. As a result, the usage rights on existing photographs are typically not being tracked, leading to an increased risk of infringement of copyrights.

### Marketing asset management systems

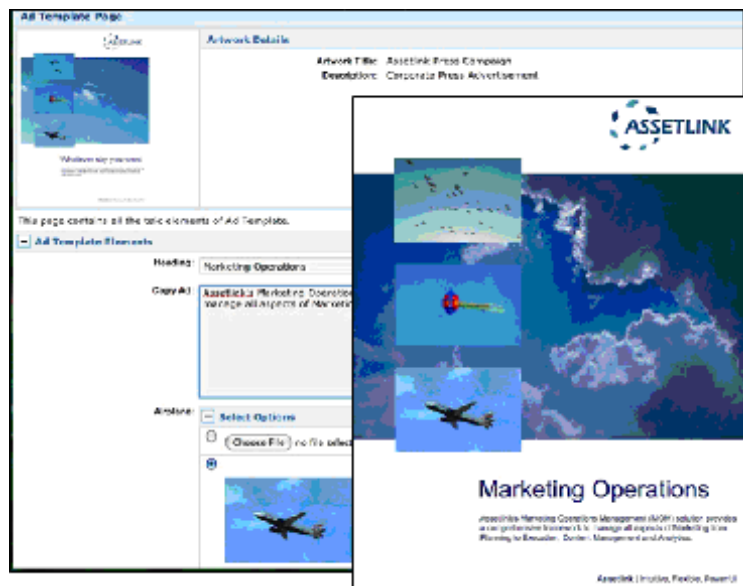
A Marketing Asset Management system addresses the issues mentioned above extremely well:

- **Searching, finding and using content for reuse**

A Marketing Asset Management solution enables marketing managers to organize marketing content in a multi-level hierarchy of their choice. Once organized, the technology offers intuitive navigation over the intranet and makes it easy for anyone within the organization, with access privileges, to find the right content. It can also convert graphic files into thumbnails to enable easy viewing and referencing. In addition, such a technology provides the ability to add multiple tags on the asset. These tags later enable one to find and retrieve an asset by searching for all assets that carry a certain tag. As a result, finding the right content among hundreds of marketing documents becomes very easy.

- **Localizing content without needing external agency**

In addition, marketing organizations can create certain content as a template and allow the regional marketing to localize certain textual and graphical elements by simply providing textual information, choosing one of the predefined images or providing an image in specific format. As a result, local marketing organizations can create compelling localized marketing content without needing to engage a local agency.



As seen above, such templates and associated predefined images can also be stored in a Marketing Asset Management library.

- **Reuse multiple media formats**

Marketing Asset Management tools typically support multiple media formats, including multiple formats of raster graphics and streaming video. Marketing managers can store different formats of marketing assets in a single repository, instead of maintaining separate repositories for different formats – making it easy for regional and product marketing organizations to find and leverage the marketing content.

- **Understanding what content is 'in demand'**

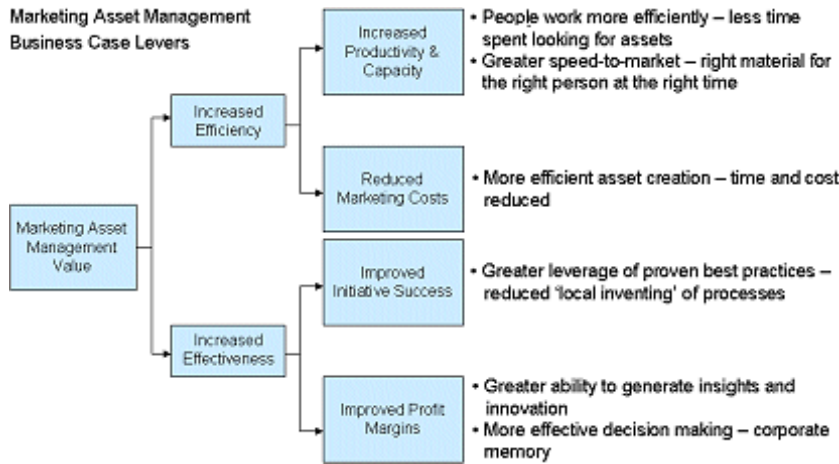
Finally, technology can provide usage metrics, which can be used by corporate marketing to either identify assets that are not used and either purge them or make them more relevant or ensure that regional marketing is aware of them.

Let us see how we can build a framework for quantifying the benefits from a marketing

asset management system.

### Calculating the benefits of an asset management system

As seen above, a Marketing Asset Management system enables a marketing organization to address a number of issues such as increased reuse of existing assets, localization of assets without the need to recreate them and insight into what content is more 'in demand'. The following framework enables to put these benefits in a business value context.



The framework described above enables a user to articulate the business value of a marketing asset management system. In addition, an organization needs to identify cost savings from deploying such a system in order to calculate ROI. In order to calculate such savings, a marketing organization first needs to capture hard cost savings from deploying such a system. Once the hard cost savings are calculated, then opportunity costs (soft savings) can be calculated as 'frosting on the top'. The following table provides the framework for calculating hard and soft cost savings.

<b>Costs of not having a centralized marketing asset management system</b>
<b>Direct Cost Savings from Asset Management System (Hard Savings)</b>
Higher marketing costs due to lack of reuse
Agency Billing to create an existing asset again
Additional review cycles to approve new artwork
Cost of Repurchase of images
Courier costs (sending proofs and finals back and forth)
Costs incurred by needing to go to agency for every resizing requirement
<b>Opportunity Cost Savings (Soft Savings)</b>
Challenges with speed-to-market for key campaigns due to additional creative work
Fewer campaigns managed by marketing per month due to additional time for creative approvals
Ability to get a new agency ramped up and delivering quickly
Increased risk from usage right infringement

Marketing Asset Management Systems can be deployed in an OnDemand model (also called Software-as-a-Service or SaaS) or in a traditional software purchase model. The OnDemand model, where an organization pays a fixed annual subscription fee for software, hardware and technical support, enables an organization to deploy such a system without needing to make an upfront investment in hardware and software, further accelerating the ROI.

Accenture, in a recent report said that \$35 million to \$70 million in annual benefits can be derived from a typical \$1 billion dollar brand by increasing the efficiency and effectiveness of existing marketing assets. A breakdown of this impact includes:

- Increased Productivity/Capacity: 10% to 13% increase in marketing capacity;
- Reduced Marketing Costs: 2% to 6% reduction in marketing related expenses;
- Improved Initiative Success: .02% to .03% increase in profit margin (as % sales);
- Improved Profit Margins: 1% to 2.5% increase in profit margin (as % sales).

### Conclusions

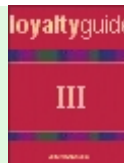
Using Marketing Asset Management Systems, organizations can significantly increase the effectiveness and efficiency of the marketing organization by enabling increased reuse of existing assets, localization of content without the need to recreate them and insight into what content is more 'in demand'. Marketing Asset Management has been used successfully by large and mid-sized marketing organizations, and I recommend that all marketers should at least take a closer look at it.

---

*Loyalty marketing...* for real facts, figures, research, case studies, best practices, practical how-to's, technologies & examples, **The Loyalty Guide III** is the world's most complete report (900+ pages) that covers it all. Costing less than the average conference ticket, details of the report's contents, chapter samples, pricing, and ordering details are online now at [www.TheLoyaltyGuide.com](http://www.TheLoyaltyGuide.com).

For more loyalty marketing feature articles: <http://www.thewisemarketer.com/features>

Everything you need to know about customer loyalty world-wide in 900+ packed pages



 [Click here to tell a friend](#)

Copyright 2008 Assetlink / The Wise Marketer

---

## About the author...

Chetan Saiya is the Founder and CEO of Assetlink ([www.assetlink.com](http://www.assetlink.com)), a Marketing Operations Management (MOM) solution provider. Marketing Asset Management is a core capability of MOM solutions. Mr Saiya is an innovator on the topic of improving marketing effectiveness and efficiency, and has published and spoken widely on the topic. He can be contacted at [chetan.saiya@assetlink.com](mailto:chetan.saiya@assetlink.com).

### Looking for permission to reproduce this article?

We are usually pleased to permit the reproduction of our Feature Articles in other trade journals (but not 'blogs'). If you would like to reproduce this article, you will need to obtain written (i.e. e-mailed or faxed) permission from our publisher (Wise Research Ltd) *as well as* the original author.

Contact the publisher by [clicking here](#)  
**and** contact the author by [clicking here](#)

*Please explain your intended usage in your requests.*

