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Brand Content Management 2021: Sneak Preview

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I'm in the middle of updating my research report on how by marketing organizations are automating their **Brand Content Management** family of process. This is an important marketing process which I see maturing through these three stages in many marketing organizations:

- **STAGE 1**: There is a basic desire to manage all digital-branded content files and digital assets in a central repository to ensure consistency and maintain a "single source of truth".

- **STAGE 2**: The marketers are actively leveraging content into all marketing programs, including those rendered through third-party channels where they need to offer these content assets for through-channel marketing programs.

- **STAGE 3**: Due to the increasing criticality of brand (more than just the logo), marketers care deeply about managing all brand messaging across the company, from corporate brand to the individual messaging statements around products.

Companies working in a more distributed (called local in some industries) marketing environment deploy Brand Content Management systems to manage content across all their internal organizations, subsidiaries, and/or all business partners.

Managing brand and content is now a major business pain point in marketing organizations that seek a consistent process from content creation, through delivery, to attribution. The recent explosions in content marketing and digital channels have increased both the complexity and volume of content assets. Plus, the transition of the classical sales cycle to what is now recognized as a buyer-led research process means that marketers must obsess about the brand message carried in all the channels. Many of them also serve an ecosystem of subsidiaries, distributors, resellers or even franchisees.

Consolidation is the name of the game

Most companies use several software tools within this process as there are few vendors who cover the complete lifecycle for content and brand. But companies want to consolidate their software platforms – our survey highlights and underscores the need for consolidation across the brand and content management stacks. Nearly one quarter of the respondents have more than SIX different systems in place (note: we asked "vendors", so the number of systems could be even higher). Also, the proportion with 6 - 10 vendors has increased dramatically since our 2018 survey.

So, it is no surprise that the market for this software is active and growing. I found nearly 50 active software and SaaS vendors globally generating an estimated total revenue of around $ 2 billion but it is still quite fragmented across many vendors – the top 15 vendors selected by buyers in this survey generate less than 40% of that

total. This list includes established software giants but there are several innovative solution providers, who talk much more about marketing than technology.

And the winning vendors are ....

The report draft is currently out for fact-checking with the vendors, who must review their profiles and provide me with feedback. Of course, some will push back that I should score them higher – but I then remind them that the report is primarily informed by the market survey (63%) and there is little that I can do. It will publish in early August on this website.

The vendors reviewed in the report are: ACOUSTIC, ADOBE, ANSIRA, BRANDMAKER, BRANDMASTER, BRANDMUSCLE, BYNDER, CAPITAL ID, CELUM, CENSHARE, MARCOMCENTRAL, OPENTEXT, OPTIMIZELY, SITECORE, and WEDIA.

Always keeping you informed!

Peter O'Neill