Thanksgiving 2021 Special: The Full Brand Content Management Vendor Selection Matrix™ Report

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Imagine ....

You are a maker of machine tools such as a high-end power drill, a real heavy-duty one with high torque and impact wrench. A tool needed by various professionals such as construction workers on the building site, car mechanics in a garage or repair shop, or even carpenters in their workshop or onsite installing something.

Your challenge: How can you present the drill so that it appeals (and is bought by them) to each of these audiences? How can you ensure that your products are even displayed wherever these quite different buyers are looking for their tools?

Or .....

You're a large retailer of pet accessories with thousands of products for all types of pets, and most of your customer traffic is digital and international these days. One day, your website could be visited by a US-based owner of a somewhat unusual pet, say, a skink lizard. Another visitor, from Asia, has a more standard family pet like a cat. Yet another visitor lives in South Africa and disabled with a service dog.

How well can you present your offerings to each digital visitor in the context of their per-related needs and their environment? How can you even personalize the content as much as possible for each of those visitors?

The world is now digital and global. Most buyers browse across multiple channels and websites to inform themselves on solutions they would like to leverage, not visiting showrooms or taking visits from salespeople. Any customer-centricity that was provided by well-informed sellers now needs to be part of the digital processes and systems that support an eCommerce world.

Manufacturers like the power drill supplier above want to present product information in every potential customer's exact context. Plus, in this digital world, they also need to render that product presentation through their trading partners or retailers and probably on their own website. The pet-goods retailer cited above has a multi-language eCommerce site that must cope with product files sent by thousands of different suppliers – but it also wants to maintain consistency of its own brand and provide added value services like educational content and promotional bundles that are customer-centric.

In the case of the power drill manufacturer, their marketers need a platform that would allow the same tool to be rendered (one picture of a common product) within different picture backgrounds depending on the context of the website visitor: a building site, a garage, and a carpentry workshop. It would also provide a suitable text copy matching the picture directly into the digital channel, regardless of which digital experience system is used. Similarly with the pet products retailer.

Brand AND Product Content Provides the Customer Experience

In each case, this requires more than just "tuning" a digital asset though, many traditional Digital Asset Management (DAM) systems are just that, asset

management systems. The brand experience must be managed as well as the product experience. The brand experience is sustained through digital assets like educational or thought leadership content, including rich media such as pictures and videos. Many manufacturers even create a memorable brand experience through innovative packaging, creating emotions for consumers when they unpack their products.

Managing the total of all brand and product content is also much more than the traditional definition of "content marketing" or what is done by most content management systems (CMS). That is because brand content is part of all communication that any business distributes, so the management processes therefore involve working in tandem with many other parts of the company and external partners. It is also a balance of enablement and governance.

Customer-Centric or Product-Centric ?

That is why I use the term Brand Content Management (BCM) in my research. However, most of the vendors who provide BCM solutions still prefer to call their offering an enterprise DAM platform, or Content Management System. DAM and WCM are technology categories. not the processes those marketers really care about. The consequence of this difference of opinion is that none of the vendors are promoting the report.

So, we have therefore decided to release the full BCM report now for all to read, with all vendors clearly positioned, their scores and profile. It is a sort of Thanksgiving present to all of our followers.

The BCM Vendor Selection Matrix™ report is available here.

Always keeping you informed!

Peter O'Neill