

## Aligning Branding and Creative Workflow for Your Enterprise Business

Finding someone who hasn't heard of Amazon would be a pretty challenging endeavor. The online retailer is one of the most recognizable brands on the planet, and yet they still shell out \$3.38 billion in advertising every year.

While that may seem an astronomical amount, it proves how valuable it is for any company to define and be consistent about their branding.

Establishing and maintain recognizable branding requires buy-in from everyone in your company, and that's why brand alignment is so crucial to fulfilling your business goals.

When you have your brand alignment down, everyone from creative to marketing is pulling in the same direction. And that kind of collaborative approach can also pay dividends, with alignment having the potential to [boost revenue by 35%](#).

### What Misalignment Is Costing Companies?

Misaligned branding leads to confusion and missed opportunities, both internally and externally. When your company doesn't have clearly defined branding, this can result in mixed messaging from your marketing and sales teams.

Marketing can be pushing one message to consumers and buyers, while sales can be promising something else, and that can cause a breakdown at the point of delivery and impact repeat business. Misalignment means wasted resources, too, as an investment in marketing that fails to make the best use of creative content and convert leads can prove costly for your company.

Research suggests that up to [three-quarters of marketing leads](#) aren't converted to sales due to poor alignment.

Creative workflow management can also be adversely affected by a lack of brand alignment. Without a clear foundation and planned outcome, the creative output can prove ineffective, failing to hit the spot because nobody can quite agree on what the spot is.

It can also lead to a disrupted and fragmented creative workflow, with the proof being checked by different departments with competing ideas of your brand identity or what it is you are trying to sell. Settling on an agreed message means creatives are free to shape content in keeping with an aligned brand identity.

### How can DAM help brand alignment?

So much of what makes a brand is what the public sees – your company's logo, the colors you use and the tagline, which you hope will become a byword for your business. Getting all that in front of your customers' eyes requires a consistent creative approach, which can be established with digital asset management.

DAM allows all team members involved in projects and campaigns to access creative assets consistent with your company's branding. Artwork, images and wording can be stored in a central source, meaning that whatever asset is selected will chime with your message.

DAM is also integral to a smooth creative workflow as assets don't have to be repurposed for different creative software forms.

Can automation help?

Automation has helped certain aspects of creative workflow, making projects more efficient and speeding up the process. Many of the areas where automation has been effective are where little creative input is required. This includes repetitive tasks such as standardizing briefs, creating a new workflow, reporting and sending information to the place it needs to go.

It is less effective on the conceptual and design side of creative workflow, where human involvement is paramount. Although photography software and other forms of creative software have automation elements to them which prevent the user from having to perform the same task repeatedly to an image or piece of artwork, that human touch is all-important.

When it comes to driving the content where it is going to be most effective, the last couple of years has seen a greater reliance on marketing automation. This can help significantly with nurturing leads and eventually encouraging sales.

Marketing automation has been shown to increase leads by [80% and has a 77% conversion rate](#). It can also help reduce marketing costs and drive an overall upsurge in productivity.

What automation does to creative workflow and marketing is to take the largely repetitive tasks out of an employee's hands, who are then free to add value to your brand in other ways.

It can also help you align your brand by putting out a consistent image and message across multiple platforms.

Putting UX front and center

Recent trends have shown that it is consumers themselves who are setting the terms of content marketing. With so many platforms, user experience (UX) has rapidly become the top focus of content creators, and that looks set to continue. According to research conducted in 2020, [54% of organizations planned to increase their UX investment in 2021](#), emphasizing branded visual content.

This makes it more important than ever that brand alignment is a high priority for your company. If you are going to make your brand more visual to buyers, it is imperative that the picture they form of who you are and what you do is fully formed and unmistakable.

Conclusion

Misaligned branding tends to result in people singing from the same wavelength or pulling in the right song sheet. Sound confusing? Well, that's how it will sound to potential buyers if you don't have perfectly aligned branding.

Aligning your branding means making the best use of the technology available to you and making sure that the people at the controls have read the manual.

Make sure everyone in your company has read the playbook. That way makes it easier to reach the common goal.