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Using technology to drive cost efficiencies in marketing production

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Article by Jake Heath, Head of Product, [Tag](#)

What's the role of technology in driving cost efficiencies in marketing production? A topic that is no doubt front of mind for a lot of marketers, and indeed our own clients, given the current economic climate.

Reasons for investing in marketing technology

1. Return on investment

Optimising resource spend and utilisation across the entire end-to-end creative production value chain, put simply 'doing more with less'.

2. Increased operational efficiency via automation

Did you know that according to a report by McKinsey Global Institute, 40% of us spend at least a quarter of our work time on repetitive tasks? Solutions that help automate low complexity and high-volume tasks are helping businesses better manage the mundane. This saved time can be redistributed to real value-add activities, job-fulfilling activities, which in turn means a happier workforce. Many of us were attracted to the industry because of the craft and creativity, not spreadsheet trackers and data entry.

3. Reducing speed to market

Equipping brand and marketing teams with technologies and tools that truly empower them to be more autonomous and able to quickly respond to time-sensitive market opportunities and events through the likes of self-service creative automation tools. But with this increase in choice comes complexity and the need to manage and control their MarTech stack and partner ecosystem.

The importance of cloud in driving cost efficiencies in marketing production

The role of cloud in facilitating this cannot be underestimated. The ability to scale and integrate up and down the production value chain, from media ingest to final asset delivery, can drastically reduce the time and cost involved in creating campaigns.

The application of cloud technology is different for each client, but there are three common use cases to highlight:

1. Creative optimisation

Using AI software to replicate how humans perceive and engage with content, providing 'attention scores' via hotspot analysis, optimising content before a campaign is launched. This practice can significantly reduce cost and deliver ongoing insights that help optimise campaign performance. Managing brand compliance through smart asset recognition technology. Ranking different components of an asset according to your brand guidelines. This type of tool provides a level of governance and oversight that is difficult to replicate manually.

2. Automated adaptation

Manually adapting content for multiple markets across multiple channels can incur significant cost, whether in-house or through an agency. The use of pre-built templates provides the logic governing how content can be edited, and a user-friendly UI ensures non creative/technical users can quickly become productive. Our experience in highly regulated industries, reveals just how powerful automation can be in delivering faster, more agile routes to market, without putting the brand at risk.

3. Remote and virtual production

During COVID lockdown many businesses stepped into the unknown regarding content production. The outcome has been very positive, with marketers becoming familiar with new techniques and tools. For example, the use of green screens, remote viewing and production tools, rapid file transfer solutions, social influencer content, have all contributed to a deeper understanding of where and how technology and new digital formats can be used to best effect.

Ultimately, of course, the role of human expertise in achieving effective and cost-efficient marketing production should not be discounted.

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For more information please contact:

ISBA
12 Henrietta St
London
WC2E 8LH

T: 020 7291 9020
W: www.isba.org.uk