



Multi-Brand Content Management:

How to Overcome Your 5 Biggest Hurdles



Managing a multi-brand portfolio has been named as a top 10 challenge by CMOs, according to [Gartner](#). When you consider what marketers face when managing content across brands, it's easy to see why. From manual processes to disjointed technologies, we examine the biggest barriers multi-brand companies face as they work to deliver digital experiences that delight their customers.

The Challenges

1. Empowering brands while maintaining a unified voice

With so many sites to keep track of, multi-brand organizations find it hard to communicate in one voice while giving individual brands the flexibility to publish unique content. And when each of those brands serves different regions, languages, and cultures, teams have to juggle even more complexity.

Instead, you need a way to quickly and easily adapt messaging for brands and languages while managing it all under one infrastructure. Consistent messaging can be enabled by personalization capabilities, automatic translation, localization, and the ability to separate text from images in layers, all helping teams of all sizes scale to meet the growing demand for market-specific content.

2. Uniting teams and technology silos

When teams work in silos using separate systems, your content and data tell a fragmented story. This is especially challenging for multi-brand organizations that acquire other brands who use their own legacy content management systems — some even homegrown. Many of these are page-based, which makes it hard to share content across multiple sites and brands. And those that offer connected systems require standardizing on a single monolithic platform that can increase costs and slow time to launch.

Rather than using disconnected systems for online brand content, eCommerce, and marketing campaigns, multi-brand organizations need integrated tools and a central repository to help teams share core assets, work more efficiently, and deliver consistent messaging and experiences across brands.

3. Pushing past manual processes

Teams that manage content for multiple sites and brands often struggle with time-consuming, error-prone manual processes like duplicating content and product information for different channels and regions. The result is reduced productivity, slower time to market, and inconsistent messaging that doesn't engage consumers. In addition, broken workflows and disconnected systems mean syncing sites is slow and manual.

A taxonomy-based structure can help teams automatically share content across pages and sites with the check of a box. When content is tagged with one or more product or topic, it automatically displays on the proper pages, saving teams hours of production time.



4. Smoothing workflows for marketing and IT

While a headless CMS helps you publish to multiple sites and channels, often content editors are unable to see previews of what the content will look like on different devices, nor can they easily edit that content. That's where the power of a hybrid CMS comes in.

A hybrid CMS pairs headless content management with real-time, multi-channel previews, centralized access to all integrated content repositories, and powerful digital experience creation tools. That means marketers can quickly create and preview new experiences and IT can easily distribute to any end point.

5. Integrating technologies — today and tomorrow

Many times, multi-brand organizations struggle to integrate their CMS with existing technologies like eCommerce, marketing automation, translation and customer relationship management (CRM) systems. The same holds true for technologies they might adopt in the future.

A CMS with an API-based architecture can extend your technology investment by integrating with existing tools. It can also future-proof your digital experiences by allowing you to access connectors for leading content management, DAM, marketing, and eCommerce platforms.



The Solution

Make inconsistent branding, inefficient manual tasks, error-prone processes, and fragmented systems a thing of the past. With CoreMedia Content Cloud — a digital experience platform that incorporates a flexible hybrid CMS, omni-channel digital asset management (DAM), and personalization capabilities — you can keep messaging consistent across the organization, while empowering brands to make their unique voices shine.

» Learn how CoreMedia Content Cloud can help you overcome content and commerce challenges, including multichannel and global scalability at www.coremedia.com or contact us at info@coremedia.com.



Why CoreMedia?

CoreMedia is the digital experience and content management engine behind today's most iconic online brands. CoreMedia Content Cloud is a flexible, composable Digital Experience Platform (DXP) built on an agile CMS and advanced DAM that enables leaders in all industries to orchestrate personalized experiences, then deliver them to any channel – reliably, efficiently, and at enterprise scale. Marketers, merchandisers, and developers can work collaboratively and efficiently on omni-channel experiences that drive engagement, increase loyalty, improve brand visibility, and boost revenue. Leading global B2C companies (Deckers Brands, Under Armour, Luxottica, PVH Corp, Finnair, North Face, Deutsche Telekom) as well as major B2B firms (Continental, Claas, Emerson, DMG Mori) create world-class digital experiences powered by CoreMedia. We are a company of visionaries, trusted advisors, and passionate experts.

