

# Brand Thinking for Tech Companies

Silos Are Affecting Your Tech Branding –  
But Brand Management Software Can Help





More than a million tech companies enter the market each year, and only 30% make it past the 10-year mark. Almost 20% fail because of competition. And it's not just lesser-known brands; even market leaders can disappear when shiny, new tech comes along to replace them. After all, nobody asks you to friend them on Myspace or sends you texts from their BlackBerry anymore.

By developing a strong, consistent brand, tech companies can create loyal customers who will stick with them no matter how many buzzy competitors enter the market. Unfortunately, organizational silos are common in almost all companies. These communication barriers can create problems between departments that erode the consistency of your tech branding, making you vulnerable to competitors. Fortunately, there are solutions, such as brand management software, that can help tech brands overcome departmental silo challenges.



### **In this guide, we'll tell you:**

- ... Why consistent tech branding matters
- ... How silos make consistent tech branding impossible
- ... How brand management software eliminates silos for better tech branding
- ... And how Frontify broke down silos for Takeaway, an online food delivery marketplace



# Why Consistent Tech Branding Matters

For tech companies to attract customers, they need to generate awareness, which means they need brand consistency. Consistency prevents market confusion – which is important when more than a million new tech brands enter the market each year – and makes brands three to four times more likely to have excellent brand awareness.

After a brand has created awareness and converted prospects into customers, they can increase retention through brand consistency. How? Because 90% of consumers expect consistency across all platforms and channels. When brands meet their expectations, they generate trust, and trust generates loyalty, which helps keep customers from leaving for competitors.

In fact, one study found more than “8 in 10 U.S. consumers (82%) and three-quarters (75%) of global respondents will continue to buy a brand they trust, even if another brand suddenly becomes hot and trendy.” It also found that they will continue to buy “from a trusted brand even if a competitor is getting better reviews (69% globally, 75% US).”

Ultimately, the benefits of brand consistency include more profits. When brands maintain consistency across consumer touchpoints, they can increase revenue by 23%.





# How Silos Make Consistent Tech Branding Impossible

As mentioned earlier, almost every company suffers from organizational silos. Silos prevent successful communication and collaboration between teams, departments, and other management levels. But brands can't present a consistent experience when internal teams aren't working together.

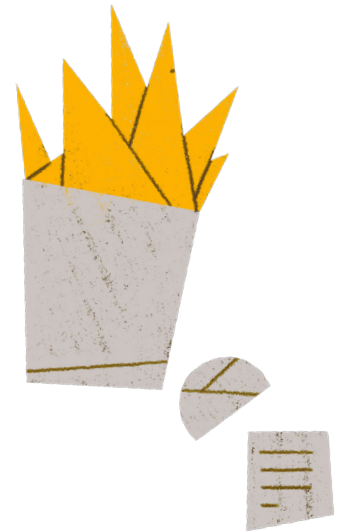
## Siloed Departments Often Have Competing Goals

When departments are siloed, employees are focused on their own team's success and not the brand's. This can impact brand consistency.

Say, for example, your company makes HR and payroll software. The company's goal is to increase their client base by 20%. But the social media department wants to show their value by dramatically increasing their followers. To do so, they've changed their strategy to wise-cracking, meme-focused Twitter content because it worked for brands like Denny's. The team might be successful at growing followers, but this strategy won't help the brand acquire clients interested in their software.







## Silos Create a Disjointed Experience for Customers

Brands are still struggling to deliver consistent multichannel experiences because of silos. According to the [Eptica Digital Trust Study](#), it's important to break down silos to ensure knowledge and resources are shared in order to deliver a consistent experience across channels. Customers want brand consistency, but if they get disjointed messages when they interact with a brand through different channels, it will erode their trust and loyalty. For example, the software company's marketing team has developed a campaign that humanizes the brand and shows how the software can make processes easier. Unfortunately, the product team oversaw the website design and development, and it's filled with complex jargon describing how cutting-edge the product is. This is an inconsistent experience for the customer.

## Silos Can Lead to Poor Experiences

When departments with the same skillset and mindset work in isolation, it can lead to less-than-desirable results. A perfect example of this [comes from Microsoft](#). Back in 2012, Microsoft unveiled Windows 8, what they thought would be "the next big thing." The company's engineers worked on the project in secrecy with little input from anyone outside their department. They packed it full of features in hopes of being better than iOS or Android. But the product reviews were awful. People said it was "needlessly confusing and hard to use," and one publication called it the "[epic fail of the decade](#)" As [Harvard Business Review](#) says, "Microsoft engineers built what they could – not what they should." They relied on their internal assumptions instead of working with other departments to understand what their customers wanted. Silos can lead to products, features, or experiences your customers don't want or need – and this can happen in any department, including marketing, design, and branding.

## Silos Duplicate Work

When departments are siloed, each one often has different processes and technology solutions. One department doesn't know what another is doing, they don't have a central system for storing or sharing information, and they often end up duplicating activities. According to an IDC whitepaper, workers spend "[16% of their time searching for information](#)" and assets they need but only find them 56% of the time. This means that 44% of the time, employees are wasting their effort on low-value activities, such as re-creating brand assets.



# How Brand Management Software Eliminates Silos for Better Tech Branding

A cloud-based brand management portal like [Frontify](#) can help companies overcome silos by bringing brand, marketing, product, design, and development departments together. Different teams can easily share information and assets while improving collaboration – all of which build stronger, more consistent brands.

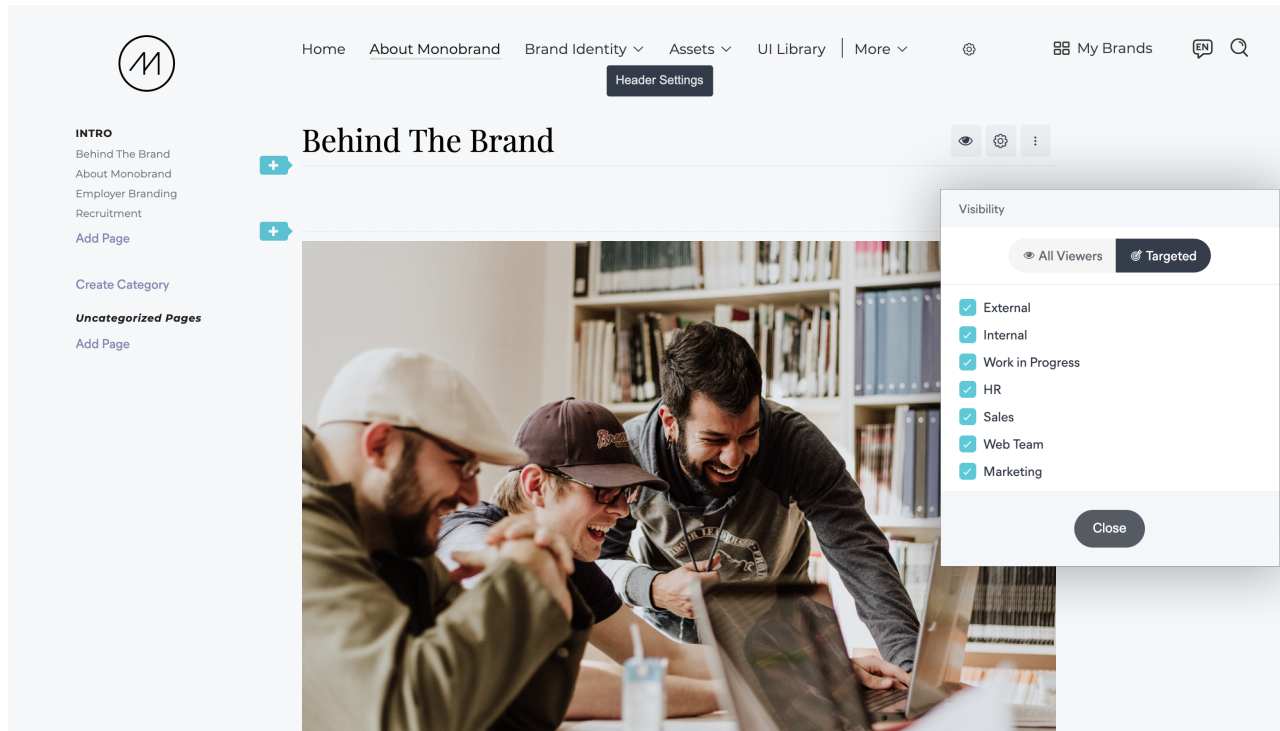
## Cloud-Based Brand Information Improves Consistency

With an online brand bible like our [Brand Guidelines](#), all departments can see the brand's vision, mission, and goals to ensure teams are focused on tactics that support the brand – not individual departments. Additionally, teams always have the most up-to-date guidelines on brand voice, colors, logos, and UI patterns to provide customers with consistency across channels.

Some of the other benefits of Frontify's Brand Guidelines are that:

- **It's quick to create.** Use our predefined Brand Guidelines templates to quickly build your own online guidelines.
- **You can customize it.** It's simple to modify or customize to meet your needs.
- **It's always up-to-date.** With cloud-based guidelines, there's no more searching for the latest file. Everyone will always have the latest version.
- **Sharing is easy.** Quickly share with internal or external stakeholders. You can invite entire user groups or share one by one.
- **It's secure.** We've provided a powerful user management console to monitor users' access, rights, and permissions.





With Brand Guidelines, teams have access to the most up-to-date brand in-

## A Digital Asset Management (DAM) Solution Gives the Entire Company Access to Brand Materials

With our DAM, departments can store and share all brand assets – videos, photos, icons, and documents – in one location, which reduces redundant work re-creating materials.

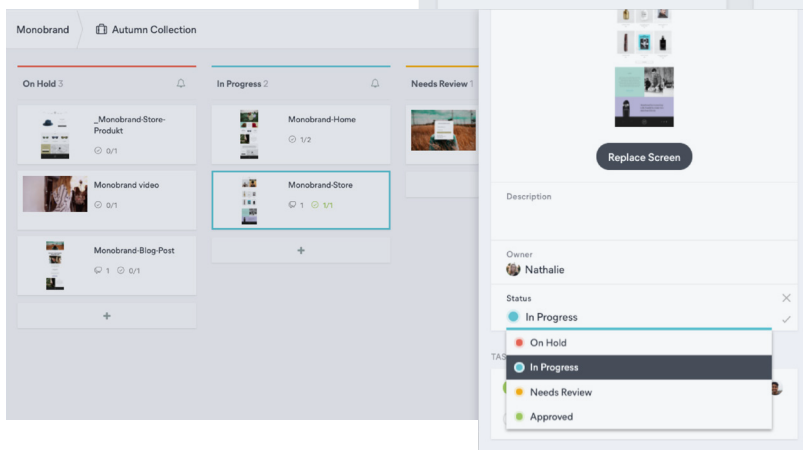
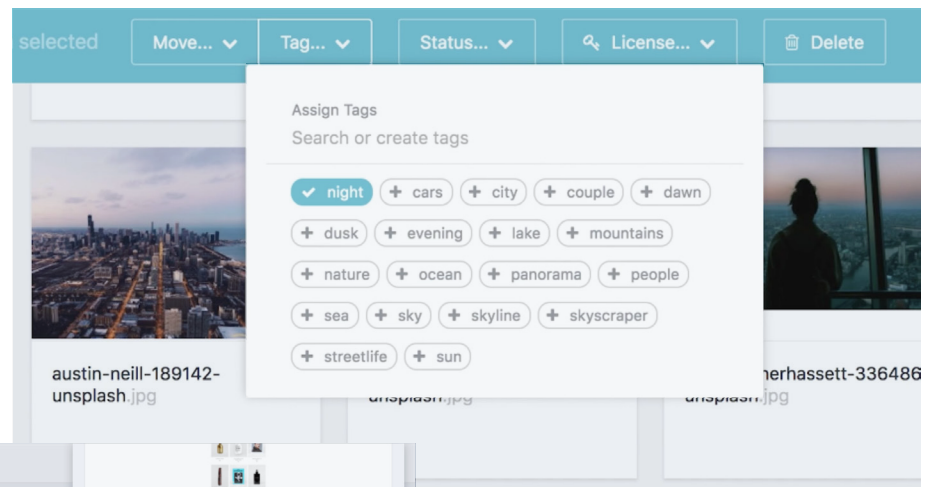
The benefits of Frontify's DAM include:

- **All stakeholders can access brand assets.** Because assets are saved in one location (the cloud), all internal and external teammates have access to brand media from anywhere.
- **You can quickly find branded materials.** Include metadata and custom tags to make it easy for teammates to search and find exactly what they need.
- **It's safe.** Ensure assets are used properly with download request functionality. You can grant permissions or reject download requests from a centralized dashboard.
- **You can prevent unlicensed assets.** Define asset expiration dates to prevent old, unlicensed media from being incorporated into marketing materials.





With our DAM, users can add custom tags to make assets easy to find.



With Workspace, everyone can see where design projects are in the pipeline.

## An Online Project Space Improves Collaboration Between Departments

Frontify's [Creative Collaboration](#) improves design projects by making it easier for teams to work together. With Creative Collaboration's built-in Kanban boards, everyone knows exactly what design projects are in the pipeline and their status. Teams can collaboratively work on designs and ensure they align with all your brand, product, and marketing goals.

Some of the best features of Frontify's Creative Collaboration are that:

- **It's easy to get feedback and approvals.** You can stop chasing feedback and approvals on creative projects. Notify stakeholders within Frontify when their input or final sign-off is needed.
- **You can keep track of creative versions.** You're able to see every change you made to a project throughout its life cycle.
- **It streamlines design-to-developer handovers.** With [Inspect Mode](#), developers can pull design specs to transform design ideas into code without ever leaving the Frontify environment. And the audit functionality checks designs to ensure they're using the correct brand colors and fonts.

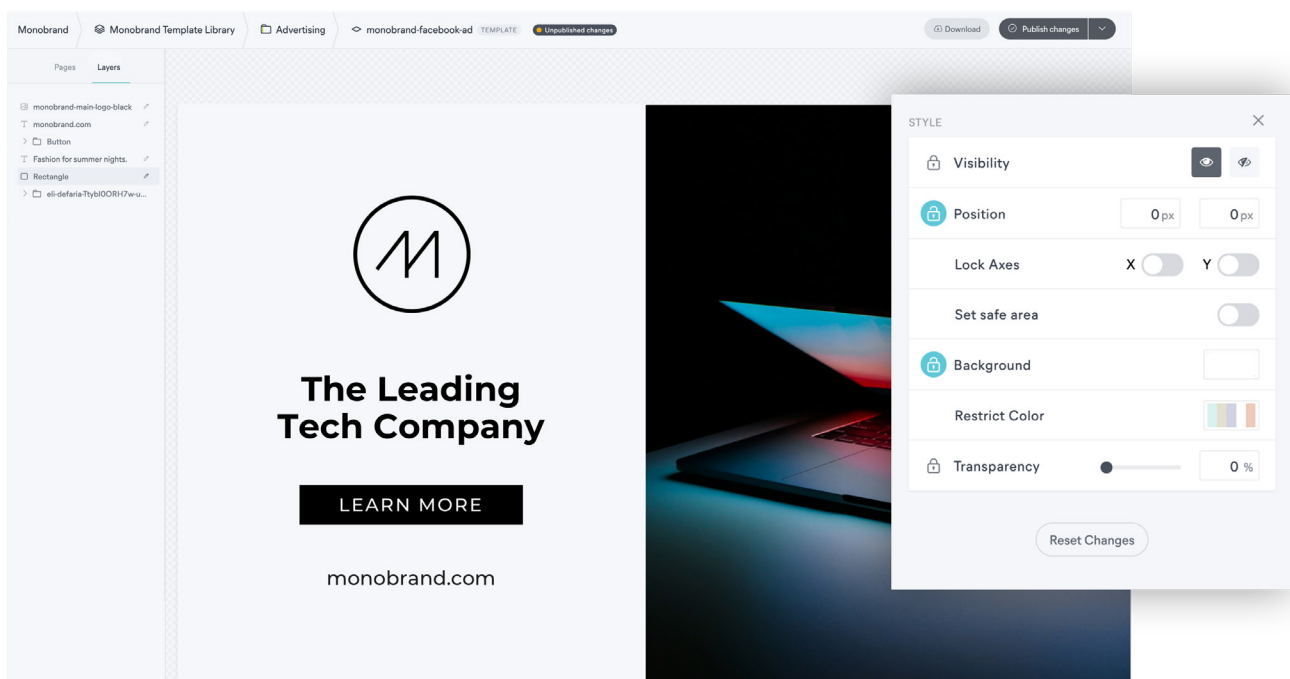


## Templates Allow Departments To Work Together Asynchronously

Designers can give departments the ability to create their own on-brand assets, like social media graphics or sales materials, with Frontify's [Publisher](#) templates. Designers can create templates, choose what parts are locked or changeable, and connect them to brand guidelines, so they're always consistent.

The benefits of Frontify's Digital & Print Templates include:

- **You can make templates for print or digital projects.** Make editable templates for social media graphics, website banners, brochures, business cards, and much more.
- **Designers get complete project oversight.** Designers can see who uses the templates, and how often, to make sure they're being used properly and consistently.



With Digital & Print Template, designers create templates tied to guidelines, so anyone can create their own on-brand assets.



# How Frontify Broke Down Silos for Takeaway

Takeaway.com is a top online food delivery marketplace in continental Europe. It connects millions of consumers and restaurants through its platform in Europe and Israel. Since each market has slight aesthetic variations, Takeaway was looking for a solution to help them present a consistent brand experience to their millions of customers and remove silos in their organization.

After trying other solutions, Takeaway turned to Frontify. To ensure brand consistency for stakeholders in each market, Takeaway used Brand Guidelines to create custom guidelines. With our Media and Pattern Libraries, they were able to store all their branded assets in one location and eliminate the individual solutions each department was using. And with Creative Collaboration, designers could collaborate in one place on campaigns.

## With Frontify, Takeaway has:

- Increased brand consistency
- Improved collaboration among branding, marketing, design, and product departments
- Reduced redundant work
- Decreased inquiries from departments looking for assets or guidelines
- Created a transparent working environment







# Frontify Can Help You Overcome Silos to Improve Your Tech Branding

With a cloud-based brand management solution, it's easy for tech companies to overcome silos and increase brand consistency for their customers. With increased consistency comes greater brand awareness, trust, and loyalty, which help tech companies stay ahead in a competitive industry.

[Start a free trial](#) or [contact us to request a demo](#), and see for yourself how Frontify can help your tech brand.

