

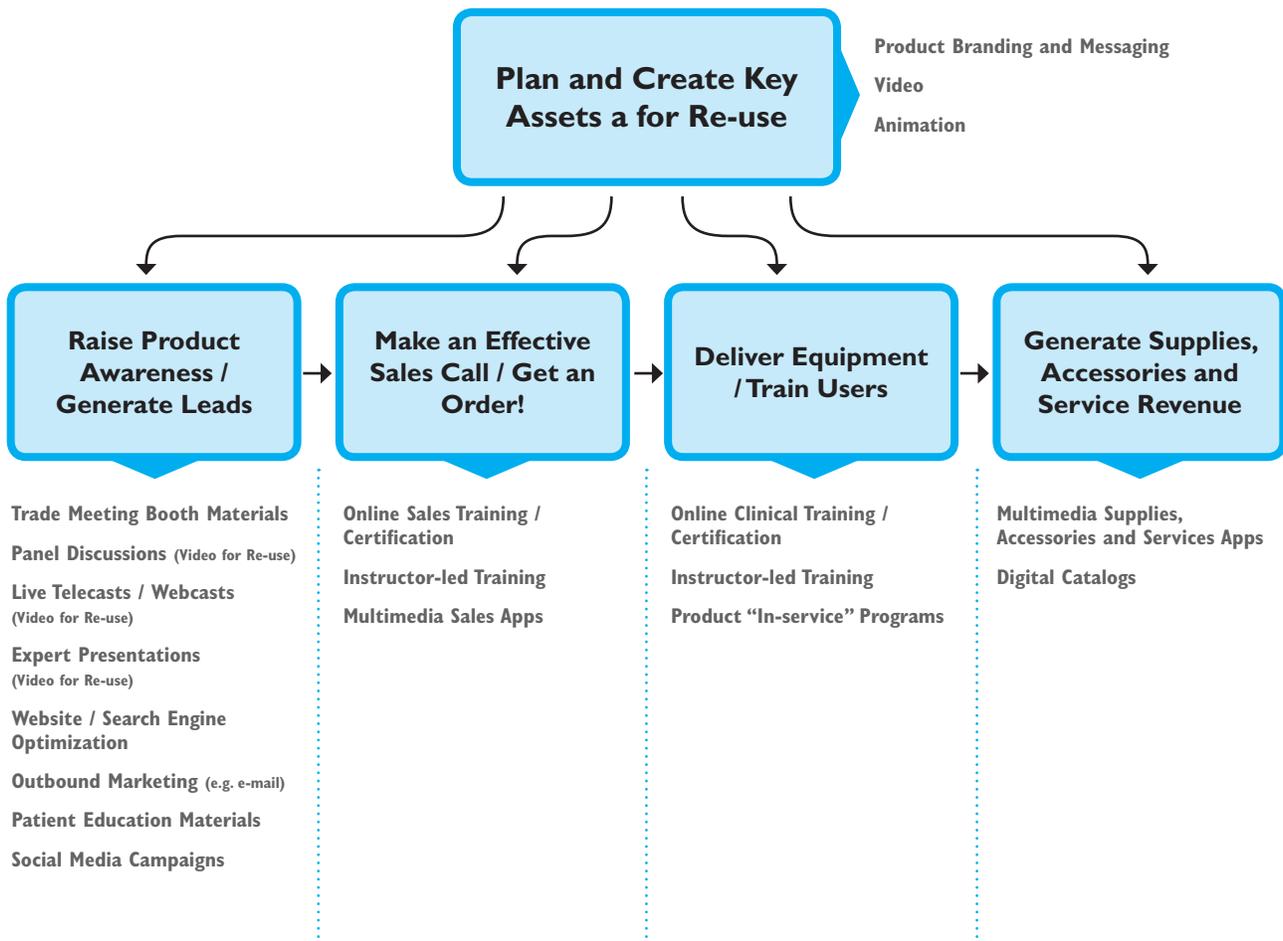


The Power of Re-use: Planning Asset Creation to Maximize Return on Investment

Manufacturers of medical devices, high tech equipment and consumables have a multitude of options for supporting the various stages of the sales cycle for their products and services. Formulating value propositions, creating branding programs and assets such as video and animation can require a significant investment. One key to maximizing the return on this investment is careful thinking about what assets to create and how to maximize their re-use.

The diagram below depicts a simplified sales cycle. Listed under each sales step are tools you might use to support that step. These lists are not intended to be exhaustive; they're just to stimulate broad thinking about your needs. Take a few minutes to think about how you would like to support each step of the sales process. What digital materials will you need?

ASSET PLANNING FOR MAXIMUM RE-USE



Mapping the materials you'll need to maximize your organization's effectiveness throughout the sales cycle allows you to plan asset creation more effectively. Are you sponsoring a panel discussion at a trade meeting? Capturing the event in a high-quality video will provide material for numerous sales and training tools. The material can be edited and used to drive traffic to your website. You can incorporate it into a tablet-based app for your sales team to use to help communicate your value proposition. Think of video and other digital assets simply as digital files that can be tailored to a wide variety of web and device based tools.

When you develop branding and promotional materials with your agency, are you making sure that they create the materials with re-use in mind? Will you have easy access to the various digital assets so that they can be re-purposed by other vendors who provide unique tools that you may want to use? Agencies play a vital role in your success, but they may not have the direct expertise or agility of specialized vendors for such tools as online sales training or an interactive product demonstration app. You may find it's better to engage specialist vendors directly for some of your digital assets rather than leaving it to your agency to subcontract the work. Keep your options open by making it clear to all vendors that you require an organized way to access copy, graphics, video, animation and other digital assets.

Our recommendation is to start by keeping it simple. Make it part of your routine to think at a high level about your asset creation strategy. Do it regularly and adjust the plan as your needs become clearer. As you gain proficiency and begin to see benefits, you may choose to have a more formal digital asset management system. In the meantime, a little forethought could provide a big return.
