



Future of experience

Time to market

2020

The phrase ‘content is king’ has been repeated across numerous marketing presentations, but despite its apparent monotony, content (and a lot of it) is needed to engage in dialogue with customers at a ‘human level’ at any time and in any way. We have moved into a world where consumers expect to receive personalised and relevant brand communication across different channels.

Multi-channel, personalised targeting cannot be enabled effectively by traditional models of content creation, identification and distribution. It requires scale, delivered through automation, and also sophistication, meaning a lot of differentiated content tailored exactly to the right customers at the right time and through the right channel.

It is not just about content from the marketing function – this is a business-wide challenge. Customer experience in its entirety is now the differentiating factor for brands and businesses. The delivery of timely and intelligent content is crucial in the CX challenge.

Businesses publishing 16-plus posts a month get almost **3.5x** more traffic than businesses publishing zero to four articles*

70% of your marketing is planned ‘marketing as usual’ activity. **20%** of your marketing is programmatic. **10%** of your marketing is purely responsive**

Focusing all resources and budgets on a few campaigns per year is no longer efficient or effective. Customer journeys are now far more complex, making it inappropriate to plan content only for a ‘happy path’. Agile content production in response to consumer and customer behaviour is key, but this presents a challenge for budgeting and planning, as marketing activities become unpredictable.



Real-time marketing and content

Non-traditional just-in-time advertising and targeting require a very different approach to campaign execution and content production. Social channels for example demand constant ‘feeding’ with content that is targeted, responsive and authentic.

When consumers engage with content, the huge amounts of feedback they provide needs interpretation and call for the capability to turn this engagement into insights and then rapidly respond in a way that is appropriate for the brand. This is challenging for even the most mature marketing function. Data and insight-driven marketing uses the right tools and processes to enable a brand to react in time and at scale.

All of this requires management of the planning, delivery and constant iteration and optimisation of content based on data and insights relating to usage. We call this the content supply chain. It is crucial to get the **content supply chain** working like a well-oiled machine – feeding content across all touchpoints with customers.

To do this at scale and at the required pace calls for the right tools/tech, the right operating model, and the right processes. These processes need to dismantle silos between teams to encourage collaboration and serve the entire customer journey effectively. There should also be a way of working with agencies that is in tune with the business – supporting its need to own and control elements of the supply content chain whilst the agencies provide support in a way that works in tandem with the in-house capability.

Key questions to address content efficiency

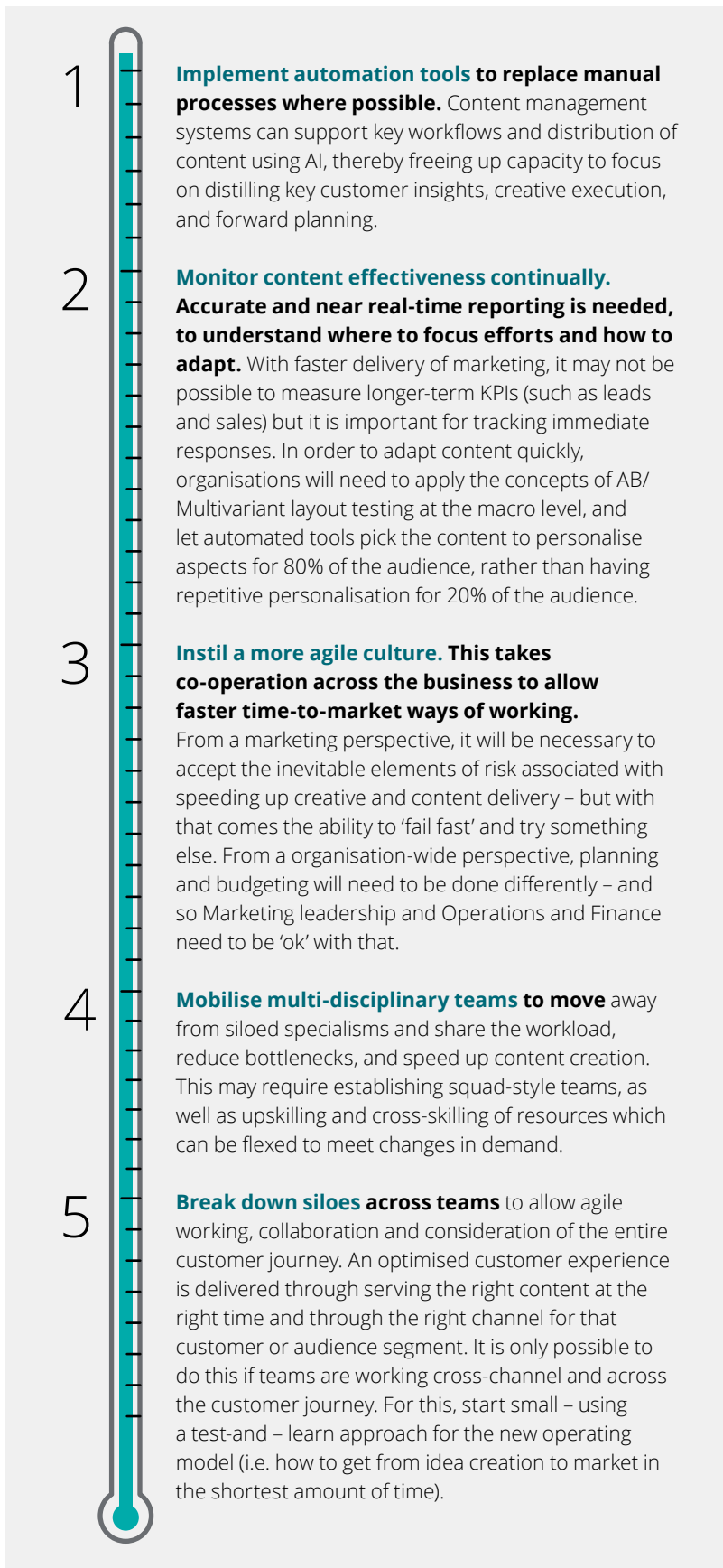
- How much content is currently reused and repurposed?
- What stages of the process could be automated?
- Is all content managed and stored in the same place or are there inefficiencies around content retrieval, selection, tracking and distribution?
- What roles do agencies play in content production and is working with them efficient?
- Are there standard templates and frameworks to support more efficient centralised working?
- Is there a standard content workflow and technology in order to reduce bottlenecks (such as collaboration, version control, and sign-off)?
- Could in-house teams play a bigger role in amending and adapting content, without needing to go back to agencies?
- How to measure content throughput and track efficiencies?
- Is the content produced and delivered across channels impactful? How to communicate the impact and value of particular content pieces?

*contentmarketinginstitute.com

**<https://econsultancy.com/agile-marketing-the-70-20-10-rule>

Transforming organisations

Many organisations have recognised the need for more agile ways of working across their business. This requires transformation across team structures, culture, skillsets, processes and technology.



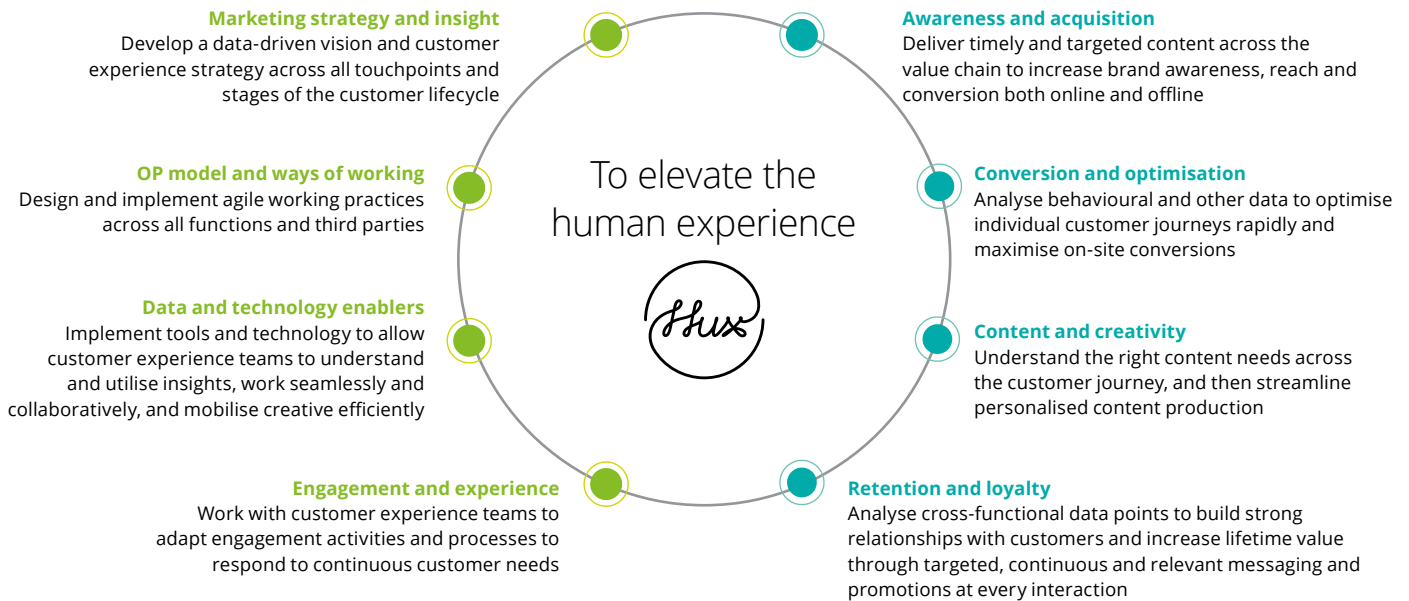
The agile working checklist

- ✓ The ability to track marketing effectiveness as well as other social engagement utilising tech (such as social monitoring tools) to ensure continuous adaptation of content and creative where needed
- ✓ An agreed customer journey and clear set of objectives, but with efficient communication lines across teams to enable quick responses to changes in the market
- ✓ Defined workflow processes, content templates and guides for all channels, to make production quicker – supported by technology to automate and streamline
- ✓ AI-driven content production and support content selection, based on needs of the customer
- ✓ Continual improvements in the skill sets of the teams, for workload flexibility
- ✓ Showing the benefits of this new way of working to gain buy-in from all teams
- ✓ Rewarding aspects of operational efficiency – such as, content reuse volumes, number of amend cycles

85% of marketers say they are under pressure to create assets and deliver campaigns more quickly.***

***www.adobe.com

This document is one of a series of thought leadership papers focused on practical actions to elevate the human experience, through intelligent data-driven services, across every interaction – we call this Hux.



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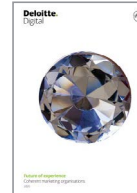


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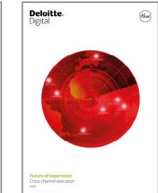
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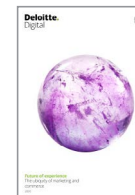
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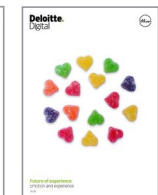
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