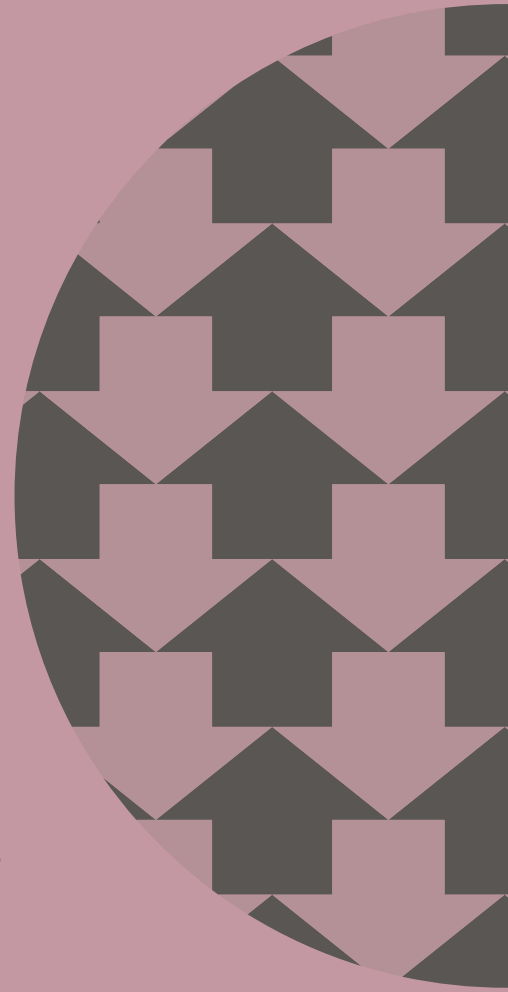


DELIVER.

Point of View Paper

Creating engaging Content
Through Cross-Team
Collaboration and Digital Tools

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The creation of engaging digital content is a top priority for marketing departments and CMOs. With ever expanding channels for content distribution and diverse audiences consuming it, growth and efficiency in content creation is a must.

“An estimated 65% of the content marketing assets produced go unused because they are irrelevant.”

Forrester

The Content Marketing Institute (CMI) has reported that top performing B2B marketers allocate up to 42% of their total marketing budget to content creation. But all this content creation can be overwhelming.

Significant levels of budget are being directed to content. It is critical that these investments result in the creation of content that is relevant to your customers and channels.

STRATEGIC LANDSCAPE.

Building an effective content creation process with the right tool stack allows a marketing department to focus on continued growth.

Cross-team collaboration helps ensure the relevant content creation across all channels and is what the sales team needs for any type of engagement. Encourage your target audience to comment, share, or make a purchase with more confidence.

Significantly improve the efficiency of your creative and studio teams with easy access to existing assets. Initiate a new brief with relevant content, adapt global releases for local markets, or simply find inspiration from previous campaigns.

Expand your reach by developing a diverse range of content. Target new audiences with an update approach or publish on new platforms and channels to increase brand visibility.

Maintain brand consistency and enhance your overall brand image. Ensure the latest approved assets, with current logos, images, and voice are always readily available to your marketers.

We can help you get a handle on your content, from getting a solution off the ground through creating a full content lifecycle and every stage in between.

SOLUTION.

How can you introduce or improve collaboration for your creative process? How can you improve your digital production process and content lifecycle? Technology is just one piece of the puzzle.

We can design and deploy a solution that considers all key business levers:

WORKFLOW. How do your assets get created, published, and repurposed? Are there manual steps in the process? Are you confident that content is getting approved by the right people at the right time?

PEOPLE. Is your creative team able to prioritize the creation of relevant content? Are your teams aligned across content creation, review, and approval?

TECHNOLOGY. What are the current applications in use across your digital production and creative collaboration? Are there missing capabilities or redundant applications in use?

DATA. Is relevant data being used to guide new content creation? Do you feel the data serves you or causes more issues?

There is no 'one size fits all' solution for digital content creation. Each agency or marketing department has a different set of priorities and pain points. We will work with you to capture requirements, optimize workflow, and map the right platforms.

We understand the barriers to technology adoption in creative departments and can help you find the right tool to facilitate content creation and collaboration. Take the guesswork out of review and approval with an integrated platform to route assets and collect feedback for revisions.

TECHNOLOGY GROWTH EFFECTIVENESS ACTION PLAN.

Our Technology Growth Effectiveness Action Plan is helping customers optimize their digital production and unlock creative collaboration. Quickly increase efficiency of content creation and maintain alignment across all departments.

Technology assessment

We start with a comprehensive assessment of the people, process, and technology in use. Through a series of discovery sessions with stakeholders, and SMEs across digital production a full picture of the people, process, and technology is developed.

Solution recommendations

What are the tools that meet your requirements and will encourage collaboration and the creation of relevant content? How can they be as invisible as possible to the creative team, allowing them to focus on creation? We will provide a comprehensive summary of recommended platforms and how they can be most effectively deployed in your environment.

Platform deployment

Action the recommendations and begin the transformation of your content creation with full-service deployment of new applications for your digital production lifecycle. Bring everything together through targeted integrations with new or existing applications.

Onboarding, support and monitoring

Our teams will provide training materials and sessions for onboarding your users to the new platforms. We continue to provide support and even monitoring of the technology stack to ensure it is operational and always maintained.

Our Technology Growth Effectiveness Action plan helps you answer the following questions:

- ➡ *What are the keys to effective change management when rolling out new digital production platforms?*
- ➡ *How can we rollout new applications while minimizing impact to our teams?*
- ➡ *What data points can I capture and measure across the content creation process to increase the relevancy of campaign assets?*

SERVICE DELIVERABLES.

Our action plan for growth provides key deliverables to evaluate, plan, and execute your tech stack optimization.

CURRENT AND FUTURE STATE PROCESS MAP — as part of the technology assessment a set of diagrams showing the impact of proposed applications and integrations.

SOLUTION RECOMMENDATIONS — documented overview of recommended application consolidations and/or replacements along with integrations/automations and the impact of each.

SOLUTION DESIGN — detailed overview of application(s) deployment/configuration and integration workflow(s).

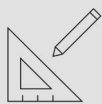
THE PROCESS.

Typically, our initial assessment and solution recommendation takes one to two months depending on scope and availability of key stakeholders. Application deployments and integration timelines will vary based on scale and complexity. They can generally be phased to get users started on the new solutions as quickly as two to three months.



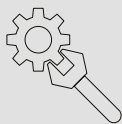
STAGE 1

Discover — an initial technology discovery utilizing questionnaires and interviews will be conducted, along with analysis of data and industry/ category research. This allows us to understand your unique symptoms and business challenges.



STAGE 2

Design — we design your custom solution and gain handshake agreement so you can start implementing solutions immediately.



STAGE 3

Build — deploy applications, integrations, and automations per solution design and agreed priorities and phases. Onboard users and move to full-service support.

Sources

¹Forrester, B2B Content Guide, November 2022

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GROWTH. BY DESIGN.