Content Intelligence Strategy

Build a practice for competitive differentiation

contentful

A fireside chat with guest speaker Nick Barber, Senior Analyst, Forrester
Webinar follow-up Q&A

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Q What are some simple steps to get content and IT teams aligned to make decisions for Content & DX architecture?

It can sometimes seem like creatives and techies are from different planets, but there are some best practices for building joint missions. Start with targeting key moments in your customer's journey. Knowing where prospects are in the funnel and serving up the right content or offer is foundational for aligning around the best opportunities. And when you serve up that content or offer make sure there is a mix of metrics that encourages shared outcomes. Often times marketers fall back on conversion metrics while tech leaders focus on system-level measures like uptime. It's important to promote a healthy mix of experience (i.e. Customer Experience Index, Net Promoter Score), operational (time to complete and order) and business (new sales and cost per order) outcomes.

Further reading

The digital transformation maturity model
This paper breaks digital transformation down into stages, with a focus on the different paths businesses can take to move forward.

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Q How can companies start atomizing content to combat digital sameness? And how can they get the most out of combining their tech stack to support that goal?

It is really hard to build a house without a blueprint. And if you do succeed in building one, it will be hard to repeat your efforts without that blueprint. The same can be said for content; you can try to build it without a blueprint, but it's a lot easier to create a content model that drives scale. Start by architecting your content for reuse. Not only will this drive creative efficiency, but by breaking content down into its smallest form, it will build the foundation for more personalized experiences. As you begin scaling your experiences, you can rely on your content model and your connected tech stack to assemble unique experiences for your customers and prospects. One company we spoke with in the travel industry said you needed to give up control, and trust your models to automate assembly and delivery of your content.

Further reading

Marketers' strategy guide for digital content creation
This paper provides guidance on building a blueprint to drive brand and customer experience delivery at scale.

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Q

What five things do you see brands prioritizing in terms of their tech stack and organizational structure efforts to give them a competitive edge?

First, it's about organizing around the customer, not the channel or product line. This means breaking down organizational structures and understanding that customers expect high quality experiences whether they are in store, shopping online, engaging with the contact center. Bring key stakeholders from across the business together for a content modeling workshop that establishes a comment set of component descriptions, classifications, and relationships. With this cross functional team, build a picture of success that focuses on customer-centric metrics.

Next, in order to scale, data must be at the core of digital experience. An enriched customer profile that includes behavior, transactions, and preferences from across channels should be the goal of digitally-savvy organizations. Being data-driven also means adding structure to unstructured content like images, videos, or PDFs. Bring this "dark data" data into the light so that it can be discovered and tracked.

Last, use artificial intelligence to fill operational gaps. Embedded AI can automate operational tasks and in fact is well positioned to take over high volume, low complexity tasks from human counterparts. Going one step further, machine learning can ingest the massive amount of customer, content and transactional data and help curate it, analyze the patterns and determine the optimal response.

Further viewing

Build your first app with Contentful's App Framework
This webinar provides more guidance on connecting your content management platform with the rest of your digital experience.

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About Nick Baber
Senior analyst serving application development & delivery professionals

Nick serves application development and delivery (AD&D) professionals. He specializes in video technologies, digital asset management (DAM) for customer experience, and personalization. In the video space, he covers online video platforms for sales and marketing and enterprise video technologies for training and employee experience. On the personalization front, Nick is exploring how personalized customer experiences live at the intersection of data and content and how the understanding of that content can be augmented with artificial intelligence.

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Further Reading:
Marketers' strategy guide for digital content creation

This paper provides more guidance on the core elements for building such a blueprint to drive brand and customer experience delivery at scale.

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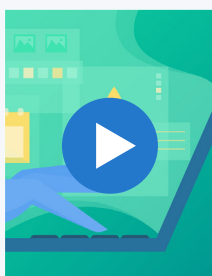
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