

# Marketers' strategy guide for digital content creation





# Marketers' strategy guide for digital content creation

## Increase the impact of your content and deliver a more personalized brand experience

Customers expect brands to have an identifiable personality and style. They are also more likely to engage if those brands can cater to their individual preferences, regardless of location or device. Every touchpoint (ads, campaigns, interactions on different channels, customer support) impacts the overall brand experience.

As marketers leverage new tools and expand into more channels, it's critical to keep your brand identity consistent – every single touchpoint helps reinforce a unified, positive experience. Often, this is done in a siloed way, with individuals loading content into different content management tools and copying it across repositories.

However, there's a better, more efficient way to make sure that customers experience that consistency. Content infrastructure is a

framework that connects marketers to content and distribution in a single hub with endless potential. Content infrastructure streamlines content operations by making every piece of content reusable. When content works harder for your brand, your marketers don't have to. They can spend less time managing content and more time adapting it to build memorable experiences that convert customers.

In this white paper, we'll look at what makes a memorable brand experience and how common content management and distribution challenges create roadblocks. You'll learn how content infrastructure removes these obstacles, and see how Contentful customers use content infrastructure to streamline workflows, increase productivity and empower marketers to deliver better experiences, faster.

**"Every interaction a customer has with your brand is an opportunity to create a memorable experience. Immersive technologies like virtual reality and augmented reality are presenting marketers a new set of tools to build those experiences"**

— Lisa Peyton, Global Social and Immersive Media Strategist, Intel shared with Forbes in ["How To Solve 7 Major Marketing Challenges of 2018."](#)



## The core parts of a memorable brand experience

- **Relevance:** Customers want personalized content available across devices. Marketers need to be able to target content by device, location and user preferences to create effective personalized experiences.
- **Consistency:** Every customer touchpoint needs to add to the brand experience. Customers don't care who manages different products, regions or channels. They expect a unified voice that conveys a clear brand identity.
- **Creativity:** Attention spans are short. To keep customers engaged, marketers need to deliver experiences that are unique and unexpected. This means freeing up resources from less impactful work so that marketers can focus on new ideas.
- **Speed to market:** Customers are constantly looking for the latest new thing. If your brand can't deliver on a new trend quickly, another brand is just a few clicks away. Marketers need workflows and tools to respond to market trends – fast.

## Relevance: Personalize content for better results

Big brands like Amazon have set the standard for personalized content. Consumers expect their favorite brands to recognize them on all devices and deliver special offers, recommendations and content based on their previous visits.

Personalized content has gone from being a nice touch to a must have. A survey by Marketo found that 78.6% of consumers said they were only likely to engage with offers that were tied to their previous interactions with a brand.

Investing in tools to deliver more relevant, personalized content pays off. [Telus](#), Canada's fastest-growing telecommunications company, attributes a 14% increase in conversions to personalization integrations they were able to make after unifying their content with Contentful. Intelligently structured content empowers their marketing teams to leverage data and [build more personalization features across channels](#) to improve the user experience.

While personalization isn't a new idea, it is still something many brands are working to master. More than 50% of marketers cited personalization as their top priority in SmarterHq's [Marketers are on a Mission: the State of B2C Marketing](#). Even brands already recognized for their content marketing prowess are diving deeper into personalizing customer experiences.

Glossier, a 2018 [NewsCred](#) Top 50 pick for best content marketing, is a beauty brand with a cult-like following among millennials. Building on their success, Glossier plans to personalize the buyer journey, with more focus on using data to identify patterns and generate content accordingly, according to NewsCred's award announcement. [Click here to learn more about the technology behind Glossier's marketing stack](#).



## SILOED CONTENT AND DATA HINDER PERSONALIZATION

Managing personalization across devices and locales is challenging. While marketers have access to a huge number of tools for collecting data, personalizing content and delivering it to different channels, many of these tools don't integrate well with each other. It's unnecessarily hard to try to deliver a unified experience on a piecemeal system.

"We have all the tools available to execute impactful campaigns, but more often we find incompatible or non-existent import and integration capabilities," writes Douglas Karr, in "[You're Probably Spending More Time Managing Data Than Marketing](#)." Karr isn't alone; almost half of marketers surveyed cited integration problems as their top frustration with marketing technologies, according to the [Marketing Technology Industry Council](#). It's little wonder that marketers are frustrated. They have all the customer information and tools they need, but it's stuck in systems that don't talk to each other.

The pharmaceutical industry is a good example of these challenges. Drug brands typically have multiple websites for different audiences – doctors, patients, caregivers, etc. These sites are developed at different times and might use different systems. Each touchpoint needs frequent updates to provide current information and meet regulatory requirements, like authentication and confirming consent. When visitors are asked to identify themselves, they expect a personal experience, but siloed content creates gaps that make this hard to deliver. "These gaps can result in customer interactions that are either too late, impersonal or not happening at all," explains Ian Glazer, senior director of identity at Salesforce. [See how](#) Mavens Consulting built a solution to replace piecemeal user management on pharma sites using Contentful's integration capabilities and the Salesforce Identity platform.

## CLOSE THE GAPS BETWEEN CONTENT AND DATA WITH BETTER INTEGRATION

Replacing legacy content and data systems with tools that integrate with each other and with new technology gives marketers a competitive advantage. By closing gaps between systems, you can leverage all of your data and tools to deliver a better brand experience.

Marketers can start by choosing a content layer that integrates with their preferred tools – analytics, optimization, personalization, CRM, video, maps, etc. – and deliver to all digital endpoints, including websites, apps, IoT, digital billboards and more. This reduces redundancy and manual copy/paste labor, enabling marketers to focus on the experience they want to deliver instead of the logistics.

[Leeds Living](#)/We Are Living uses Contentful as the content layer for their travel guide app. Contentful's integration capabilities help them deliver location-based promotional campaigns to their travel guide app using iBeacon. "Having one CMS to manage both the guide entries and iBeacon promotions brings considerable advantages," explained Rich Cooper, a lead developer on the project. "Since all entries come with location data, setting up iBeacon campaigns is trivially simple. All one needs to do is link the campaign to a specific business and describe the terms of a deal."

Contentful also makes it easier to expand their reach to new devices and platforms. "One should never underestimate the amount of work involved in migrating thousands of entries to a mobile app," says Cooper. "The fact that we can skip a migration entirely by relying on the Contentful API to deliver the same content also to mobile apps helps me sleep better at night."

Learn more here about Contentful's [proven integration capabilities](#).



## Consistency: Unify content to create a strong brand identity

A strong brand identity is the thread that ties all marketing choices together to maximize impact and build brand recognition. When all touchpoints align, a brand is able to speak powerfully with a unified voice.

Marketers create a recognizable brand through color palettes, style elements, unified tone of voice and editorial guidelines. The challenge, however, is applying these consistently as content creation becomes more fragmented.

We've all had those moments when we find a page using old copy and design elements, or spot an error that was fixed in one place, but not on the other five pages using the same copy. Traditional CMSes fall short of "harmonizing" content across channels, and in many cases can't deliver content to multiple applications (e.g. both a website and an app). Marketers have to wrangle content into multiple CMSes, and different teams using different tools on different channels ultimately create a fragmented brand that can't communicate with or engage consumers.

### REPLACE MULTIPLE CMSES WITH A SINGLE CONTENT HUB

The solution is to create one content hub to rule them all. Many companies first turned to Contentful as a way to consolidate multiple content repositories. Using Contentful, they built a flexible content infrastructure capable of storing all content types and delivering them to any digital endpoint. Consistency is no longer a challenge, because every endpoint pulls the most up-to-date content and design elements from a single source.

Before switching to Contentful, Trunk Club (Nordstrom) had a group of editors tasked with keeping their style guide content consistent on multiple devices powered by two separate CMSes. The work was highly redundant, and copying and pasting content wasted huge amounts of time. With Contentful, the Trunk Club team can craft, test and optimize content for every device in one place. See how [Contentful helps Trunk Club produce consistent content faster](#).

**"From desktop, to an interactive screen, to the tiniest smartphone screen, your content needs to load fast, look great and appear consistent across every platform. This is something that your CMS should harmonize and make easy to achieve."**

— Richard Jones, CEO of Wayin, tells CMS Wire in ["7 Signs You Need a New Content Management System \(CMS\)"](#)



Contentful's content hub is also editor-friendly. The web app is an easy, accessible way for non-technical people to enter content, while designers and developers can still manage other brand elements within the same hub via the backend. Marketers can reuse content and design elements to create new layouts for campaigns and expand into new channels. All updates made in the content hub are then pushed out to all the applications using that content. Everything stays in sync. Anything from a small copy edit to a major brand refresh can be applied consistently across an entire digital portfolio.

What's more, everyone designing digital assets for a brand can use the same content and design elements. Granular permissions and roles help you fine tune the balance between autonomy and governance. Regional teams, third-party partners, and internal teams such as HR and legal can all have the level of access they need and no more.

## CHOOSE A SOLUTION THAT CAN GROW WITH YOU

When choosing a content management solution, think about the future of your brand. New technologies are constantly emerging, giving customers more ways to access digital content. Marketers should look for solutions that are flexible enough to deliver to every digital endpoint (e.g. websites, apps, IoT, wearables, digital billboards, etc.).

Contentful future-proofs your content by decoupling how you manage content and design elements from how you deliver them to customer touchpoints. Separating the two removes many of the obstacles that slow down entry into new platforms. Content is managed in your content hub and delivered to different channels via APIs.

It's easier to create pilot projects on new platforms and scale them, because content flows through your existing infrastructure and operations. There is no need to migrate content to another system, clean up markdown tags or rewrite content to fit device-specific requirements.

"Contentful solves the challenge of multi-platform publishing in a very efficient way, making it one of the better investments of our technology department," says Daniel Gugger, the Senior Product Manager at AZ Medien. [Contentful helps AZ Medien create compelling experiences across platforms](#) without time-consuming work flows.



## Creativity: Break through the noise

We all want our brand to stand out and to deliver that new experience that gets everyone talking. To do that, marketers need to find ways to grab consumers' attention amidst the noise.

In "[How Many Ads Do You See in One Day?](#)," Ron Marshall counted brand exposures to see if the oft-quoted estimated of 4,000-10,000 ads per day was accurate. He counted almost 500 exposures before he finished breakfast.

To stand out from the avalanche of inputs, marketers need to constantly find ways to deliver something new and unexpected.

### MARKETERS NEED TIME TO EXPLORE CREATIVE IDEAS

In the quest to deliver "the next big thing," the challenge isn't a lack of great ideas, it's a lack of time and resources to pursue them. Marketers need tools that free them from daily work and empower them to run when they feel inspired.

Juggling multiple CMSes, navigating inefficient workflows and managing too many disconnected technologies cuts into the time marketers have to explore creative ideas. The ideas that do take hold still have to run a gauntlet of challenges. Will the project require a lot of developer support? Can you use existing content or will it need to be recreated? Will a seemingly small change break something else?

When marketers repeatedly hit the limits of traditional CMSes, they start holding back on out-of-the-box ideas. "If you are a marketer looking to do something innovative, interactive and engaging for your next campaign, you need a CMS that empowers you to do that." – Richard Jones, CMS Wire, "[7 Signs You Need a New Content Management System \(CMS\)](#)"

At Contentful, we understand that marketers need more than a CMS; they need a new approach to content that encourages them to experiment and create new things.

### CHOOSE TOOLS THAT ENABLE OUT-OF-THE-BOX THINKING

Developers have the ability to build their own tools and create amazing things. But marketers and content teams need tools that empower them to do the same.

Look for content solutions and other tools that remove limitations, encourage imagination and challenge what you think is possible. The British Museum uses technology to share its collections with people around the world. They chose Contentful as their content solution because it's capable of powering their entire portfolio of digital projects: audio guides, interactive displays and websites. With Contentful's flexible content infrastructure and powerful integration features, the museum is exploring [engaging new ways of sharing their collection](#) that were previously out of reach with a traditional CMS.

When working with an agency or developer, push for solutions that let your team manage content independently – without the agency as a gatekeeper. Nike approached the agency demodern to develop large touch screens for their flagship stores. They envisioned interactive screens where customers could access product information and learn about upcoming classes, events and activities in their area. To keep the content fresh, demodern needed to allow editors at Nike to efficiently manage text, video and images for the app. Editors at Nike can update content and media through Contentful's web-based editing interface and then push content live to the in-store app within seconds. [Learn more here.](#)

With the right tools, marketers can bring a brand to life. Not only is this good for your business, but empowering marketers to do the creative work they love is also [good for retention](#).



"In Contentful, we finally have a tool that respects the time and effort of creative people," says Water for People's chief marketing officer Steve Riggins. Water for People leverages Contentful's modular content infrastructure and integration features to pull in user stories, images and video from third party sites and reuses content to launch new platforms. The ability to [easily access and reuse](#) content is a huge timesaver for their team.

## Speed to market: Beat the competition with more efficient operations

Let's face it: Customer loyalty only stretches so far. Consumers who are eager for the newest model or latest trend will go where they can get it. To be the brand of choice, you need to get to market before the competition.

When the Apple iPhone X launched, [Telus](#) was the only company in Canada to offer the new phone during the first 15 minutes after its release. This win was the result of an initiative to streamline content operations using Contentful's agile content infrastructure. Marketing teams were able to run integrated campaigns, going from timeframes of weeks to just a few days to launch new products and beat the competition. [Learn more.](#)

### CONTENT OPERATIONS ARE THE KEY TO SUCCESS

Telus knew that siloed content was slowing them down. With more than 30 digital properties and products to manage, the manual work of cutting and pasting content between systems limited their ability to move faster. Streamlining content operations was a key factor in their success – and they aren't alone.

78% of marketers cited higher quality, more efficient content creation as a factor in their increased content marketing success, according to "[Technology Content Marketing: 2018 Benchmarks, Budgets, and Trends–North](#)

[America.](#)" Furthermore, 69% of the most successful technology content marketers rated project management flow during the content creation process as excellent/very good compared to 38% of all respondents.

Content powers every brand experience, from the smallest line of microcopy on a webpage to fully interactive digital screens. [Content bottlenecks](#) put innovative campaigns and new product ideas at risk of being scooped by the competition or being dead on arrival. Companies with efficient content operations gain a competitive edge by moving faster and experimenting without sacrificing quality. Three common inefficiencies are:

- **Dependency on developers:** When marketers have to depend on developers for every little change, even small updates can take ages. Instead of a marketer opening a piece of content, making an edit, previewing the change and publishing it themselves, they need to add time to explain the desired change to a developer, wait for the developer to make the change, preview the change, send feedback to the developer, repeat until everything looks good and then wait for the developer to publish it. Exhausting.



- **Redundancy:** Content silos and lack of integration between systems lead to workarounds and redundant work. Examples include manually copying content from one system to another, recreating content, making the same edit in multiple places, and cleaning up or reformatting content for use in different channels. The more manual work there is in delivering content, the harder it becomes to reach wider audiences or scale to more devices.
- **Coordination between teams:** Waterfall or sequential workflows, where each person does their part before the next task, add hours and days to project timelines. At every handoff, time is lost transferring knowledge, correcting miscommunication and waiting around for one team to finish before another can start. Decentralized content management creates many coordination challenges. For example, marketing might need to ask multiple product, channel or regional managers to update content for a campaign, increasing the risk of errors when launching multi-channel campaigns.

## STRUCTURE CONTENT TO FLOW FASTER

Marketers need to replace cumbersome systems and waterfall workflows with agile stacks and parallel workflows. "Content teams will grow exponentially as more organizations understand the need for top-notch, in-house content creators to lead their efforts. Within long-running content marketing initiatives, we'll also see more experimentation and agile iteration, all of which will be enabled by a jump in the number of content teams using agile approaches to manage their work," Andrea Fryrear, founder and chief content officer at Fox Content, in "[Content Marketing in 2022: Very Personal, No Silos, and Lots of Voice.](#)"

TUI Nordic, part of the world's largest travel company, deploys content dozens of times per day to keep its country-specific websites up to date. As part of a broader initiative to create a

"speed-oriented architecture," they replaced their traditional enterprise CMS platforms with Contentful's flexible content infrastructure. The result? TUI Nordic delivers new customer touchpoints five times faster.

Switching from traditional CMSes to structured content gave TUI Nordic editors one interface that could support different editorial workflows and centralize storage. Because [Contentful allows the clean decoupling of data and technology](#), individual teams can choose the technology best suited to solve unique business needs and develop new touchpoints rapidly.

Having a separate yet integrated content infrastructure supports more efficient content operations by:

1. **Empowering marketers to manage and publish content:** Marketers can manage, preview and publish content all from a single, intuitive editorial interface. No more back and forth with developers to make copy changes or endless hours wasted copying content between systems. Marketers can directly update content and push it to whichever channels they choose within minutes. What's more, marketers can manage content across channels, ensuring that multi-platform brand experiences are synchronized and consistent.
2. **Supporting parallel workflows:** By decoupling content from the front end (e.g. a website, app, etc.), marketers and developers can work in parallel. Marketers can create copy and design elements, while developers simultaneously build a new front-end experience. Everyone can access and reuse content, design elements, layouts and other features to spin up better iterations. This creates synchronicity instead of dependencies, and frees people to create and deliver better experiences faster. Decoupling the front end and backend also means that technology can be upgraded while keeping the existing channel or website fully operational.



### 3. Improving coordination and collaboration:

Contentful's content infrastructure and editorial interface are highly customizable, empowering teams to set up workflows, permissions and user interfaces that fit their needs. Everyone can have the level of access they need, while also keeping boundaries in place. For example, you can choose to give an agency access to pull content into a new app they develop for you, or limit what content regional managers have access to so that global brand elements stay consistent.

A flexible content infrastructure helps streamline content operations and improves workflows so you can create and launch new brand

experiences faster. What's more, by giving marketers more control over content you empower them to be bold and try new things. It's much easier to iterate and optimize when you can make changes in minutes. Marketers are able to be more responsive and act quickly on performance data and market trends.

"Today, we launch a site in a third of the time it used to take and we can afford to be bold, to come up with designs that have a distinctive personality," says Project Manager Niklas Jansen about the impact Contentful had at the Red Bull Music Academy. [See how](#) Contentful helps the team behind RBMA's microsites think fresh, execute fast and collaborate effectively.

## Modernizing content infrastructure is an investment in your brand

Content is the foundation of your brand. How you structure that content affects how you deliver it to customers. Content infrastructure is the future – content should be able to flow seamlessly from creation to endpoint, without the limitations of traditional CMSes.

Pleasing both developers and marketers can be a challenge, so Contentful created interfaces that both teams love. The intuitive, marketing-friendly web app interface allows for editing on the fly and testing new content is a breeze – no developers needed.

It includes thoughtful features to help teams work faster and can integrate with their preferred tools. Content infrastructure empowers marketers to deliver memorable digital experiences that are personalized, relevant and always on brand.

Learn more about how content infrastructure can empower you to do more with your brand, both today and well into the future. [Talk to an expert today.](#)