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digital

Finding content harmony in the omni-meta-digital-verse

Marketing evolution moves quickly. Finding a consistent voice for your content used to be the biggest concern for marketers. Then it was making sure your content was in every medium. Then it was making sure your content was consistent across each of those mediums. Then you had to be consistent, in every medium and always on. Now, your content has to be consistent, in every medium, always on, instantly reactive, personalized and interactive, virtual and immersive, and on and on. The need to both evolve and harmonize your content will never stop; so how do you future-proof and scale its creation?

Digital content is everywhere

Content in the digital space started as passive — think AOL dial-up and billboard websites, with the most active elements being social sites like MySpace. Then social participation took off and content became interactive, and customers Tweeted, Wikied, Googled and Tumbled. The need for brand participation evolved to include instant interaction with customers via content, or risk being left behind. Internet 2.0 previewed a new virtual world was coming, and although MMORPG's and Second Life didn't alter the landscape, today the metaverse is on the cusp, and not just in gaming and NFTs.

Meta means "after" or "beyond" or "change." It's a sign that our digital content once again will need to be in new places and act differently — moving beyond Minecraft, Fortnite or Roblox to the omniverse to a place where content is everywhere all at once.

Smart marketers are already creating omnichannel content to reach their customers, wherever they may be along their path. Since customers drive where — and when — they want content, new channels and mediums are popping up regularly. Think fitness, with companies like Peloton and Mirror or wearables

like Fitbit, Apple Watch and Withings. Virtual work environments like Microsoft Teams, Zoom and Google Meet are now new content vehicles. Digital content is everywhere and it is all interconnected to your digital identity. Appliance interfaces, grocery stores, shopping buttons, health and entertainment are all customized for you and your purchase behaviors. The future of harmonious content is here.

> 51% of senior executives rank "content" as a top priority for 2022.
> — Adobe 2022 Digital Trends Report [1]

Producing ubiquitous content

As CMOs now wear multiple hats — including leading digital, commerce, product, customer relationship, brand, and other efforts — they've become increasingly responsible for the customer's entire experience and strategically delivering content to personalize the experience at all times and across all channels. Add to that the production of this content, which needs to be environmentally friendly, accessible to all, culturally relevant and sensitive, universally approachable, globally localized, market relevant and responsive in design. The new normal of harmonized content creation is complex and laborious.

> Companies that master customer obsession focus on the things they can do every day to consistently provide great experiences.
> — Melissa Burch, Director, Zendesk [2]

If we look to the past, the task seems immense since historically content creation for marketers has followed a waterfall approach focused uniquely on each situation — assets are created and trafficked, and then we move on to the next piece of content. In today's world, we have tools that can move that process into the new universe, automating it and connecting your brand and content across all aspects of the customer journey.

Create, tag, save, share, connect, automate

To start, if you don't have a digital asset management (DAM) tool, you don't have control of your content. A DAM is the central cloud repository where you can store shared digital content resources, review them, maintain their rights, have version control, centralized support, identified workflows and insights gained from their use across all file types — including dynamic content — while eventually moving to automate that content's use.

Using such a robust tool is key and is an important step in harmonizing your content because it centralizes and controls your content. Alone it's a robust engine, but by connecting it to your workflow, it ensures that delivery and execution paths can make the process seamless. From project brief to deployment, a DAM gives content a scalable value where completed content creation and reviews can be connected to associated projects. For example, with these connections, an approved How-to product video for an Amazon A+ listing can be created and immediately available for a new digital campaign that moves to banner ads, emails and digital billboards. This experience can be analyzed post campaign to quickly isolate ways to optimize the content and have a better reach regarding where customers are.

Tools + people + process = content that sings

Having tools will ensure content is connected on one platform and help to future proof content delivery and execution in a diverse landscape. A strong roadmap and implementation plan for those tools, including integrations with current processes

and teams, is equally as important. Recognizing the institutional change that may be required, including consolidation of process, teams and internal systems is critical to the evaluation.

To truly transform your digital landscape and to meet the future head-on, content creation and development need to be connected more than ever before. The marketing content landscape will continue to evolve and it's hard to predict where content will go next, but with a strong content platform supporting the dynamic environment, your content is more likely to thrive and be seen by your most important customers.

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Protiviti Digital is an innovative solution from Protiviti, a global consulting firm that delivers deep expertise, objective insights, a tailored approach and unparalleled collaboration to help leaders confidently face the future.

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