

THE KEY CHALLENGES CONTENT PRODUCERS FACE

Streamline All Your Content
Production and Deal With
Growing Complexities



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The Freedom to Create, to Do More

More people are buying online than ever before. More content is being generated than probably most ever thought possible. And the people bearing the brunt of it, sometimes struggling to keep up, are the content creators and producers of this world. In essence, you.

We feel your pain. And we want to help. That's why we've looked at the key challenges we know you're facing every day, and more importantly actual ways you can go about fixing them. Because we know that when you're more efficient not only will your customers reap the benefits but your brand is in a much better place to stand out and grow.



The Challenges

Of course, there are many things that cause frustration in your role, but here's just a few of the big ones that we are constantly hearing from content and marketing teams across different brands and retailers. No doubt, they'll ring true for you too.



CONTENT DEMANDS ARE RIDICULOUSLY HIGH AND TIME IS SHORT

As customer expectations have changed and more and more buyers have headed online, the demand for content has exploded. Workloads have increased greatly as a result, and quite often content teams have stayed lean, in fact it may just be you dealing with it all.

The rise of the smartphone and other devices has meant content now needs to cater to all different screen sizes and it needs to be responsive. And that's just one way content demands have increased. More and more channels getting added into the mix is another, think social, apps, marketplaces, IoT, you name it. The volume of content and the complexity of it all is only growing. And this is before we even factor in seasonal promotions like Cyber Week and the holiday season, having to cater to multiple regions and languages, and of course the affect Covid has had on driving more people online.

It's exhausting just thinking about it all, let alone being the one having to do it all.



CONTENT CAN'T BE GENERIC ANYMORE. PERSONALIZATION IS A MUST

As a result of more shoppers heading online, customers are increasingly wanting more meaningful and valuable interactions with brands. It is here where brands have started to differentiate themselves, recognizing the need for personalized and contextually relevant customer experiences and content that gives the customer what they want at the right time in the buying journey, and helps the brand stand out in a crowded market.

Obviously producing this personalized content that is relevant to different audiences, different locales and languages, means you not only have to plan more content but have to spend more time getting it all created, published, and quality assuring everything. Just another thing chewing up a lot of your time.



INEFFICIENT WORKFLOWS ARE RIFE

Too many of you are stuck in the everyday, literally powering through business-as-usual tasks with little time to step back and reevaluate everything, especially your team's workflows and processes. You know change likely needs to happen – you're the one feeling the stress after all – but we also get it that your focus and priority is on actually getting things done.

Quite often too, content producers (and other teams) are working in silos with little collaboration. Projects and tasks are done in a waterfall manner where they are handed off to from one team or person to the next in a chain, and too often teams are either too heavily reliant on other teams and/or left waiting on others before they can complete certain tasks.



TOO MANY TOOLS ARE BEING USED THAT AREN'T UP TO THE TASK

Don't get us wrong, Excel has its place, but content planning and scheduling is not it. And yet you'd be surprised how many top brands and content teams still work in Excel. Some are even still mapping content and campaigns visually on walls with Post-it notes or whatever is at hand. (If you're one of them, it's ok.)

Even with a range of tools online that can help with project and task management, they're not built for eCommerce and content planning specifically, so you're likely making compromises along the way or still having to work across multiple platforms.

As well, too many of you are spending valuable time in other creative applications like Photoshop, producing all the assets and image variants you need to get your content and campaigns live. It's just the way things have always been done. But that doesn't mean things can't be better.

We also can't ignore the actual content management system (CMS) you're using. Many are still stuck on legacy platforms that lack the flexibility and agility needed to respond to market changes quickly. Every team needs to react regardless of best laid plans, but these systems generally mean time to market can be slow and laborious. Many also don't cater well to delivering content across multiple channels and devices, you can't schedule specific content separately of other page elements, nor can you preview content at any point in time or see it across different channels or devices. Quite often these CMS' are template-based too, so you can't actually apply the branding, content, and user experience elements you want anyway. It's limiting to say the least.

The Fixes

There's only so much time in the day, and content demands are hotting up. Trust us, we get it. And it's not just the actual content creation that's proving challenging, it's getting it all in-situ, all live and displaying correctly for the right audience at the right time that is hard work too. There is a better way.

Now, we could tell you a bunch of hypothetical stuff like "evaluate your workflows", "make sure your processes are tight", and that may ring true, but we know you'll likely know all of that anyway and want some tangible things that can actually help. So here they are. These are the fixes that will give you back some of your time, and make you and your team more efficient. So, you can actually be doing the work you want to be doing instead, the best bits, the creative bits, and you can get your head out of the BAU rat race in the process.

Get a CMS that is Designed for Efficient Collaboration

This is a big one, and it sounds obvious... but get a CMS that actually does what you need it to do. Many content producers are still using a CMS that doesn't offer the capabilities they actually need, especially when it comes to streamlining areas that are at the heart of your workflow woes. You need a CMS that promotes intuitive collaboration including scheduling, planning and previewing. Even if your CMS does offer some form of these, quite often they're tied to legacy platforms that are hampering eCommerce growth in other ways as we've mentioned. It's not the best situation either way.

So look to a solution where you can actually streamline your workflows and eliminate those bottlenecks, one that has integrated functionality that all your team can work with.



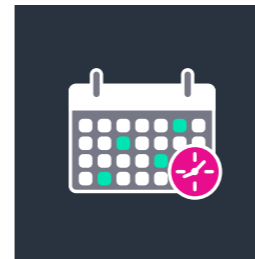
PLANNING AND CALENDAR TOOLS

The right planning and calendar tools will help you collaboratively produce content from conception and amends through to sign off and publishing.

A calendar view is paramount in being able to visually see all the overlapping and concurrent content that is both scheduled and live. You should be able to see how and where it exists across all contexts, channels and experiences, and how it all

interacts with each other too. That way you can more easily stay on top of the volume of content and all the accompanying amends.

That way you can again see everything that's planned and in play at a glance but for say a specific region, or within a certain channel, i.e. just changes to an iOS homepage banner across a certain period of time. It allows you to keep on top of everything a lot easier especially as you scale your content production.



SCHEDULING TOOLS

Some CMS' or content tools have scheduling yes, but many only allow you to schedule high level items like entire pages. You need advanced options that allow you to schedule individual content components, meaning you can continually revise and edit pages and elements of your app or site without having to publish everything as a whole. It's a time saver and an absolute game changer.

We all know how frustrating it can be when for example you want a homepage banner to go live on one day then another content type on the same page to go live later on, and ultimately you have to wait till after the banner goes live before you can make the other edits. It just means workflows are halted, and you have to keep coming back to certain tasks, breaking up your rhythm. With the right tools, you should be able to edit what you like when you like, and schedule it all accordingly if you want too. It's a crucial piece of the personalization puzzle as well as it allows you to plug in and tailor content on a page suited to specific audiences and customers as and when you need.

Another feature which can help you will be the ability to add end dates to scheduled content. It's all well and good being able to push things live but with so many promotions and campaigns at play, knowing with certainty when things will no longer be live is also a massive help. Again, no more reminders to come back to certain bits of content you have to amend or remove, just efficient workflows.

As well, if you're producing content for different regions, get a CMS that will allow you to schedule content in different time zones. Because who really wants to be googling what time it is in another city then figuring out when you need to schedule it accordingly, or figuring out the best time for something to go live when it will be shown across different time zones? No thanks.



PREVIEWING TOOLS

It just makes sense that you should be able to see exactly how content will display as you're building it relative to when it goes live. Because without it, not only will you likely run into issues, but you'll also have the stress of the unknown when publishing.

Many CMS' have preview capabilities, but because you're building experiences as well as content these days, you'll want previewing options that allow you to view the whole experience, any channel, any piece of content, in real-time, at any point in time and in-situ. That way you have the confidence of knowing exactly how your content will show relative to what you've built and scheduled, and how it's interacting with other content components too.

Plus, think about ways you can easily share your content with others in the business, either for approvals or oversight. Forget screenshots, a preview URL may be a useful function that allows others to easily see any content regardless of whether it's a work in progress, scheduled or live.

Get a DAM That Does More Than Just Store Images for You

Duplication of work is a thing of the past with a digital asset manager (DAM) that is built for this modern, digital-first age. Because yes, a DAM is a place where all your assets are stored, but a good DAM is so much more than that.

With a good DAM you can probably do away with Photoshop. There's just no need to be spending precious time cropping and adjusting a huge number of image variants for example just because they need to be placed across different channels and suitable for all devices. There's functionality that can do it all for you.

So, find yourself a DAM that offers you the likes of focal point technology whereby it specifies points of interest, hotspots and defines image areas automatically, so you know the part of the image you want to show will always appear regardless of which device it's shown on. One that automatically serves up the right file type and sized image based on the browser a customer is on, so site performance for example is always optimized. And one where you can manage SVG templates, so you can preview and manage all your variants.

Look Beyond a CMS to a DXP

Yeah we know, that's too many acronyms for one heading, but bear with us. With so many channels to contend with, and content needing to be created and managed across them all,

there are newer breeds of "CMS" that allow you to control not just content but the whole experience. And that is a DXP... or Digital Experience Platform.

Eliminate the need to hop between multiple tools to execute your day to day with a DXP that brings everything you need under one seamless interface. Connected tools should enhance and help your workflow rather than add additional steps and you can ensure they do that by leveraging automated integrations so you can work smarter, rather than harder.

By being able to control the entire experience across all your channels and storefronts in one easy place, no longer will you have to work within one platform for your website, another for your native app or marketplace content, meaning far less duplication of work and much less reliance on developers. Plus, being able to control everything from one place also allows you to more easily optimize your experience, layer in the personalization elements, and do everything at a greater pace.

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Delve Into the World of Modular Content

Key to some of the functionality and fixes above really coming together and working for you properly (the way it should) is modular content. Sounds a bit fancy, but really it's just about breaking content down into smaller parts so the parts themselves can be more easily repurposed and used across your storefronts. It could be as simple as thinking of a banner as an image and a button as opposed to an entire content type. It's kind of like taking a LEGO approach to building content as opposed to only publishing entire pieces one at a time.

Although modular content may mean a shift in thinking about how you build your content and experiences, ultimately it can really help transform your processes with its added automation. Once again, it's just another way whereby you can get your time back to spend on other things like optimization and planning.

The Ultimate Fix for Every Content Producer, Amplience

Let's make content creation fun again. Let's take you out of the everyday and give you back the time you want to do the stuff you love. Amplience is what you've been looking for. The solution that offers all of the functionality we've discussed and more, in order to streamline all your content production and deal with growing complexities of creating and managing content and digital experiences.

Now, we appreciate which CMS you are using may pre-date you, or have been the decision of someone in another team, IT or tech perhaps. You'd be surprised how often the people deciding on platforms are not actually the ones using them day to day. But if you're experiencing any of the previously stated challenges, if you want to explore the fixes we've mentioned, then maybe this could be something to slip into the inbox of the person that can kickstart the conversation internally.

So, whether it's you or someone else in the business, if you're keen to see how Amplience can help give you the freedom you want as a content producer, then simply [get in touch with our team of experts](#).



Amplience powers digital-first brands and retailers with the freedom to do more. Our low-code CMS, DAM and Digital Experience Management platform allows more than 350 of the world's leading brand teams to manage content, not code. The result is a rapid ROI for our clients who are delivering data and insight-driven customer experiences that drive deeper, more valuable customer relationships. Amplience supports the industry's transition to Microservice, API-first, Cloud and Headless (MACH) technologies, is MACH certified and an executive member of the MACH Alliance.

Named a Strong Performer, Amplience was recognized by Forrester in The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021 report with the highest possible scores attained in the criteria of decoupled delivery, deployment and system performance, components, and marketplaces.

Powering customer experiences for the world's most innovative brands, Amplience's customers include Ulta Beauty, Coach, GAP, Crate & Barrel, Harry Rosen and Misguided.

The Freedom to **DO MORE**



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