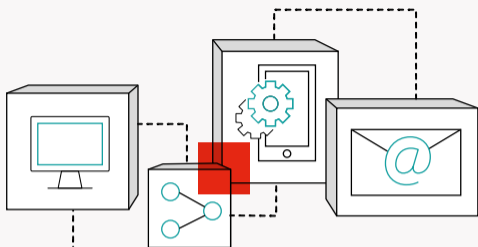


Digital Marketing Transformed: The future of content



01

Digital marketing: the new challenges



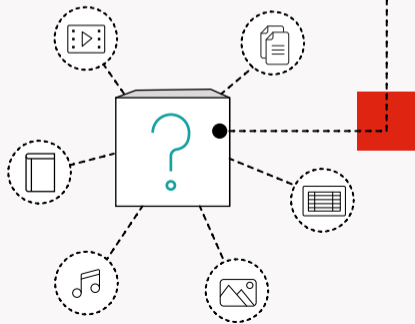
Digital marketing is, by its very nature, a dynamic place to be. We've seen an explosion in the amount and variety of content that marketers need to generate across an ever-growing number of touchpoints.

Content is everywhere and the demand for it shows no sign of slowing.

What can marketers do to manage their digital assets in this ever-changing environment?

02

Where are my assets?



Imagine the scene: it's a typical day in a busy marketing department. A marketer is looking for a particular customer facing document. Does anyone know where it is? Helpful suggestions include on someone's laptop, in an email, up on Box/Dropbox or on the server, maybe still at the agency. "Or it could be on a USB stick in that drawer over there?"

The team start to face up to the fact that it could be anywhere.

Regardless of where it was created, and by who, marketing content can end up hidden in hard drives, embedded in Word and Excel files, lurking on servers, floating in the cloud, even residing on external platforms not owned by the marketing organization.

The team might as well send out a search party.

03

Who owns the rights to this image?

Bingo! It's taken a while, but they've found the document and verified the version. Job done. They're looking for an image to go with it now, but don't have any information on the rights to the images that are stored alongside it. They'll have to send out the search party again, or create a new image. And so it begins, again.

Locating a digital asset can be a time-consuming and frustrating guessing game. Even if you find what you are looking for, knowing the details of the asset – who owns the rights, if it's the latest version and so on – is another ball game.

No one in marketing has time to play games.



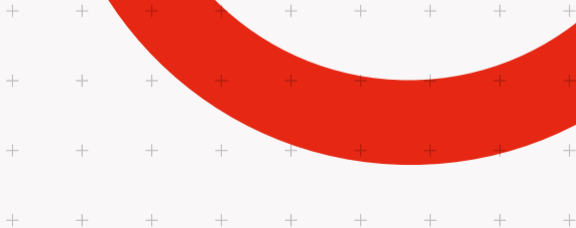
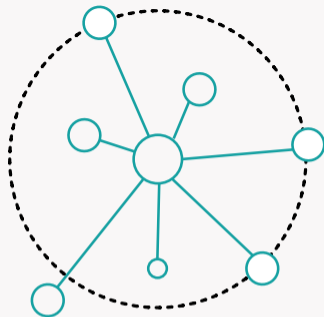
04

Managing the content explosion

Managing digital assets in the light of this content explosion is hampered by various obstacles:

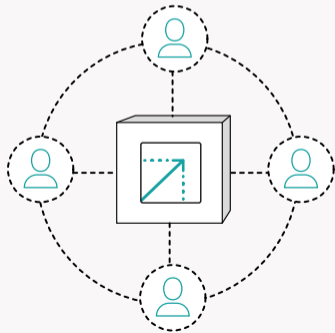
- the challenges of omnichannel marketing
- multiple touchpoints
- multi-legal and localization considerations
- personalization
- speed to market
- the security implications of unauthorized storage solutions across an organization...

..the list goes on.



05

The need to scale and collaborate



Marketers need a 360-degree view of the disparate bits of digital content and to be able to add new content and allow for scalability in the face of new kinds of content. They need to collaborate and set up a dialogue with the entire marketing community. It sounds too good to be true. It's time to make it come true.

Because content is at the core of every great and memorable digital experience.

As content has become so crucial, so has control of it.

- Can your marketing team deliver great experiences to your customers?
- Can they quickly and easily respond to changing market conditions and tell your story in the right way?
- With the right assets, imagery and content?
- With the latest information?

Or does the scene we've described sound all too familiar?

06

A global content portal

If only there was one source – a portal – for all digital assets (one single point of truth). A global portal that brought the marketing community together in one place, accessible and trusted by everyone, no matter where they are in the world? Where teams could work with centralized assets across a unified content and commerce lifecycle to deliver personalized experiences with operational excellence.

What if we told you there already is?



07

Digital transformation

Welcome to the digital transformation that will allow marketing organizations to own the entire content lifecycle – from planning to publishing across all channels. Add to this integration with Digital Asset Management, Digital Rights Management (DRM) and Marketing Resource Management (MRM) and what do you have?

One content platform for the entire marketing organization.



08

The future of marketing

Content will remain at the heart of marketing campaigns as we move forward. Ensuring you have access to it and can identify the latest versions, as well as being able to transform it quickly (to fit the right channels) in response to customer demands and changing market conditions has never been more important.

**You can do ALL of this with Sitecore Content Hub (formerly Stylelabs Marketing Content Hub).
Want to find out more?**



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