Quick Start Guide to Modular Content

Maximize Content Reuse, Optimize Content Budgets

73% of respondents say CX is an important factor in purchasing decisions. *PwC Report*

69% of customers expect a connected experience across a brand's different channels.
Salesforce, State of Marketing 2020

Scaling Content Is Hard

In the last few years, the customer experience (CX) has become more important than ever. For companies in nearly every industry, the pressure to efficiently scale content production is immense. In fact, 81% of companies surveyed by Gartner expect to be competing mainly on CX this year—so it's not their products themselves that companies want to sharpen, but the experience of their brand that they deliver to customers.

But creating content—concepting, writing, designing, planning nurture streams, delivering, storing, and on and on—traditionally takes a great deal of resources. After the resources are spent, often that content gets used only once, even if the content could be used in other channels or to reach other customer personas.

Given all of that, how do companies meet the demands for personalization coming from their customers and the pressure to do more with a lower budget?

Brands need to reimagine their content creation and streamline their customer experiences with modular content.

What Is Modular Content?

Content of varying sizes that can be tagged and stored via artificial intelligence for maximum findability and repurposed for future content pieces for use in any content channel.

Modular content, also referred to as content atomization, helps you build personalized customer experiences at scale by allowing you to build the just-right, curated experiences that customers demand quickly and efficiently.

Creating modular content blocks is simple: Make the content you're already making—but divide those pieces of content into discrete parts, and thoughtfully tag them for storage and repurposing in your digital asset management solution. A piece of content doesn't need to be divisible to make a solid content block, though. Companies just need to stick to a consistent tagging system to make content easily accessible in the DAM. From there, imagine your modular content blocks like Lego bricks—combine them into thousands or millions of different shapes to get the right content to the right customer in the right channel.

Content Types

Each component content type has associated guidelines for copy metadata, structure, and processing.

- **Video**
- **Text Blocks**
- **3D Components**
- **Material Lists**
- **Images**

Consistency makes components adaptable, manageable, reusable, and automation-ready for personalized omnichannel output.

Creating Modular Content Blocks

It's easy to get started

Reimagining content creation this way isn't only a budget saver. It also provides teams an efficient means of scaling content and takes very little to get started. What teams need is a strong digital asset management solution like Aprimo that enables companies to deploy:

- **a single source of truth for content**

- **an automated tagging system, even trained to use your company's language**

- **a robust content operations workflow**

Scaling Personalization with Modular Content

Modular content gives your teams the power to deliver the right content, to the right customer, in the right channel, at the right time. Your teams work how they've been working, only more efficiently thanks to automated tagging and thoughtful content creation —all of which means you're providing a fresh, personalized, engaging, and consistent experience.

Creating one-and-done content is quickly becoming a thing of the past. Stay on the cutting edge and help your marketing get the most from your content creators with modular content.

Email

Social Media

Website

Mobile Channels

Digital Advertising

Offline Advertising

Ecommerce Sites

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About Aprimo

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that actually drive business outcomes and reach customers in the right channels. Its powerful content operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale.

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