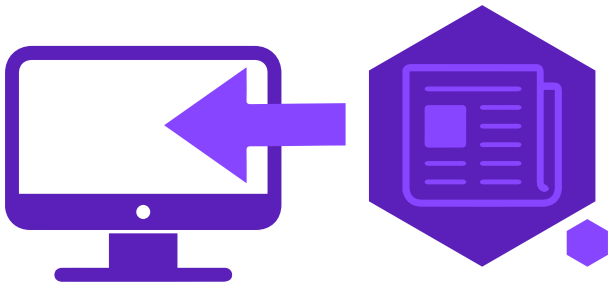CONTENTSTACK™

The Omnichannel Publisher

How Media Organizations Can
Navigate the Biggest Publishing
Challenges of 2020

The Publishing Industry is Changing

The digital age has had a profound impact on the publishing industry.

In 2005, YouTube turned the publishing world upside down by making content creators out of everyday people. 15 years on, each of us has a self-publishing device in our pocket, and everyone from traditional publishing giants to "indie" content creators are clamoring for consumers' increasingly fragmented attention.

With the ubiquity of social media, email marketing newsletters, blogs, mobile news apps, digitally-native media platforms, and even the smart devices that keep consumers connected to these channels 24/7; information is more available now than ever. Many people no longer seek out and consume traditional news and other publications. In fact, only 16% of people in the U.S. pay for online news, according to a report by the Reuters Institute for the Study of Journalism.

And with so few consumers willing to pay for content, publishers are observing an industry-threatening drop in revenue from traditional advertising methods.

Against this backdrop, almost one in five U.S. newspapers closed between 2004 and 2018, and print-based newsrooms laid off nearly half of their staff in the same period.

Even with reduced resources, it's clear that publishers must accommodate a growing number of digital channels and cater to a variety of devices if they want to survive. And with consumers' attention increasingly divided and fleeting, keeping readers engaged in all these outlets presents a *significant* challenge.

What can modern publishers do to ride these waves of change and come out on top?

That's what we'll discuss in the pages that follow.

Table of Contents

Six Challenges Facing the Publishing Industry

Everyone in the publishing world knows things are shifting rapidly — and those shifts bring with them a whole slew of new challenges. Publishers can adopt the following strategies to attract and engage readers more effectively, compete against an onslaught of free content, appease advertisers, keep up with ever-growing publishing channels, and overcome other challenges that crop up as a result of digitization.

Challenge One:
Keeping Your Readers

With an increasingly saturated content marketplace and competitors for your readers' attention around every corner, retaining readers is a critical skill for today's publishers.

With so much content clamoring for their attention, how do you ensure that your content catches their attention — and *keeps* it?

Consumers open emails with personalized subject lines 50% more often than those without

source: https://www.hubspot.com/marketing-statistics

SOLUTION: Personalization

Personalizing content to be more relevant to your readers is one of the most effective ways to keep your readers' attention, and even attract new readers with similar interests.

To personalize content, use the data at your disposal to analyze reader behavior and identify customer preferences. What are your customers reading and spending the most time on? Which links are they clicking? You can even get readers to *tell* you which topics they're interested in by allowing them to update their personal profiles.

Armed with this information and the content management strategy to execute on it (more on that later), you can serve up content in a granular way that presents each reader with the content they're most likely to find interesting, read, and share. If you see clear trends favoring specific types of content, you might invest more time in developing that kind of content or even pivot to cater to a particular niche.

Challenge Two:
Attracting New Readers

For many digital publishers, driving traffic to their digital properties (including websites, apps, social media platforms, and so on) is a primary goal. The challenge is that in today's overcrowded media landscape, publishers compete with other publishers and the ubiquitous presence of digital entertainment for readers' attention.

With so many different channels and media types clamoring for the individual's attention, readers often stick to what they know, frequenting a handful of publications for their news, entertainment, and educational content. When they do discover new publications, the discovery process is often passive.

According to a survey by media agency Carat, 55% of Britons no longer "surf the web" for content discovery or purchases. Instead, they go straight to two or three trusted sites when looking for fresh content and products (most often Google, the BBC, and Amazon). Moreover, 41% of people described themselves as "overwhelmed" by the wealth of choices available on the internet, relying on friends' recommendations and social media instead of seeking out content themselves.

What does this mean for publishers? It means that it's more important than ever to make it easy for consumers to discover your content on various channels. And, as always, the more "shareable" your content is, the more likely new people are to find you through their connections.

SOLUTION: Optimize the Content Experience for Discovery

To make your content more discoverable, you're going to have to start thinking like a marketer and paying attention to search engine optimization (SEO) starting with the largest search engine: Google.

To make sense of all the content that exists on the internet today, Google sends out digital bots that examine web pages and classify content so that the most relevant results are always displayed when a user makes a Google search. While it's not an exact science, there are various ways to optimize your content to rank well on search engines.

Luckily for omnichannel publishers, there are countless guides across the internet that provide tips for optimizing your content itself. So instead, let's talk about optimizing an experience that's becoming more common: mobile content consumption.

Today, more than 90% of all websites report that more unique visitors come from mobile devices than from desktops. And, Google itself says that "mobile-friendly sites show up higher in search results."

For that reason, focusing on mobile experiences is a great way to attract and eventually engage new readers.

According to Google, the top factors that make a mobile website effective are fast loading (3 seconds or less), easy navigation, and a frictionless path to action.

Obviously, the best way to achieve all of these things is to build a website that's optimized for mobile from the very beginning.

According to Moz, Google prefers responsive websites, which serve the same content to both mobile and desktop users by utilizing a flexible design that automatically adapts to the device.

If you're able to take on a website redesign project, there are a lot of tricks to optimize it for mobile, including:

- Use Schema.org to improve how Google (and other search engines) reads and portrays your website in search results

- Simplify, or "minify," your code as much as possible

- Implement browser caching so your entire site doesn't have to reload every time the same person visits it

- Ignore old-school best practices to block CSS, JavaScript, and images — today Google uses these to categorize content and determine if your site is responsive or not

- But still don't use Flash — go with HTML5 instead for fancy effects

- Design with the "fat fingers" in mind and keep clickable elements out of the scroll path

5x **Mobile visitors are 5 times more likely to leave a website that hasn't been optimized for the mobile experience**

source: https://support.google.com/google-ads/answer/7323900?hl=en

However, if you aren't in a position to start from scratch right now, there are a few things you can do design and content-wise to optimize for mobile:

- Just say no to pop-ups — the difficulty of filling out or exiting out of pop-ups on mobile contributes to high bounce rates

- Take advantage of any tagging functionality your content management platform provides to give Google more context about your content

- Simplify navigation to funnel readers to where you want them the most

- Keep forms simple to fill out

- Limit the necessity for scrolling, zooming, and other tricks to read content

- If your organization has a local component, optimize content for local searchers (A massive 88% of mobile searches for local businesses result in a call or visit within 24 hours!)

- Focus your SEO efforts on high-value content like titles, URLs, and meta descriptions

- Remember that traffic from Google will likely have a specific intent (they did conduct a search, after all) and write to that intent

If a lot of these tips are Greek to you, Moz's "The SEO's Guide to Building a Great Mobile Site" is a great resource where non-technical media professionals can learn more about mobile-friendly websites.

Challenge Three:
Readers Expect Free Content

Readers have become spoiled for choice when it comes to digital content.

With all the free content available on the internet, many readers will simply navigate away if they hit a paywall, often finding a satisfactory way to get the same content — for *free* — elsewhere.

The reasons vary. Some readers simply don't think it's necessary to pay when they could access free content instead, while some don't believe that the price is justified. Others simply can't afford it or are hesitant to get locked into recurring billing arrangements, especially when they already have several other subscriptions such as Netflix, Spotify, Audible, etc.

The bottom line is that publishers need to get creative if they want to convince consumers to pay for their content.
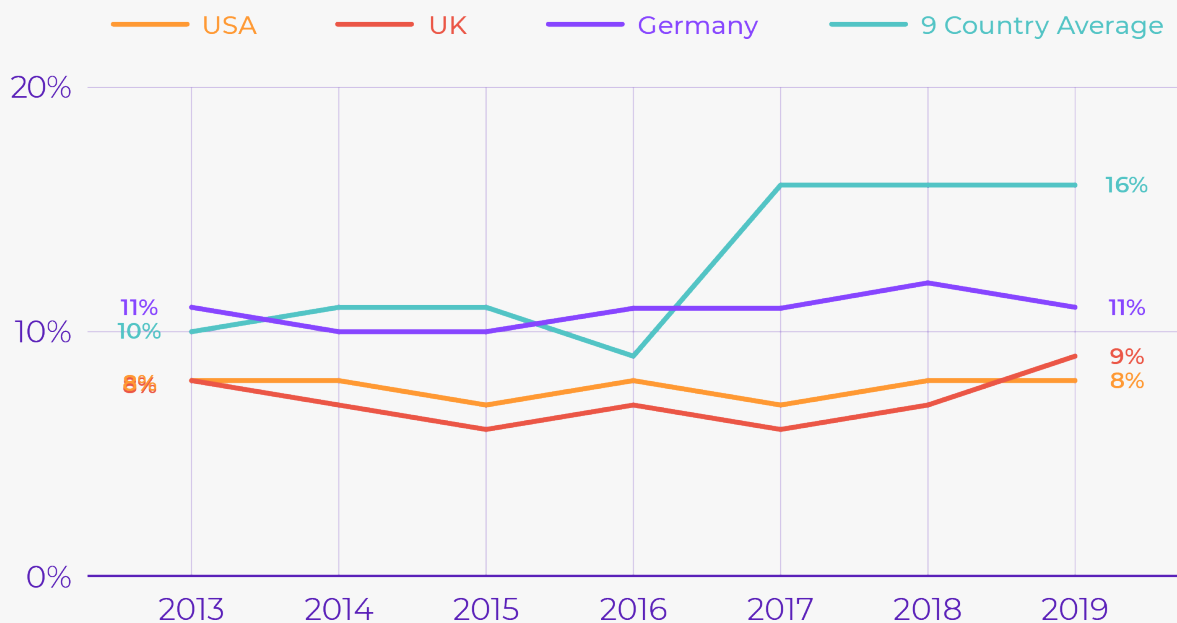
SOLUTION: Experiment with New Revenue Models

In March 2011, *The New York Times* implemented a paywall but continued to allow readers to access up to 20 articles for free per month, giving readers just enough of the good stuff to convince them to subscribe and pay for full access.

What was first viewed as a risky venture has become something of a case study as other publishers increasingly struggle with the fact that readers have come to expect quality content for free. The Times' gamble paid off: With more than 5 million annual subscribers, its newsroom is bigger than ever, employing some 1,700 journalists. It has since dropped the number of free articles readers get per month, but this does not seem to have hampered its success.

However, paywalls present an ethical conundrum, particularly where the news is concerned. If the news is paywalled, it becomes exclusionary. This highlights the

Respondents Who Pay for Online News

Legend: USA, UK, Germany, 9 Country Average

Data points: Germany 11%, 9 Country Average 10%, USA/UK 8% (2013); 16% (2019), Germany 11%, UK 9%, USA 8%

X-axis: 2013, 2014, 2015, 2016, 2017, 2018, 2019

Source: https://www.niemanlab.org/2019/06/even-people-who-like-paying-for-news-usually-only-pay-for-one-subscription/

divide between an elite that can afford to pay for quality independent journalism and the disenfranchised, who must resort to free but more questionable news sources. Some publishers are opting to make content free in light of this concern.

And free content can be a successful model. *The Guardian* decided to make its news articles available for free, asking readers for voluntary one-off or recurring donations. In 2019, the paper [turned an operating profit](#) for the first time since 1998.

The good news is that while the internet certainly did spoil consumers where free content is concerned, there is a steady rise in people's willingness to pay for high-quality content when it's presented in the right way.

Spotify's paying subscribers grew from 100 million in 2019 to [130 million](#) in 2020. Netflix has expanded its subscriber base by 15.8 million since 2019, up to [182 million](#) subscribers worldwide. The audiobook market is expected to grow by 25% to [$3.5 billion](#) in 2020, while podcasts are expected to grow by 30% and reach $1.1 billion.

So how can you persuade the consumers that you've attracted and engaged to pay you for the content you produce?

Through experimentation.

Some publications have found success with a flexible billing approach — allowing readers to pay for a single piece of content, a day's access, an annual pass, and so on. Given the fact that many consumers are wary of recurring revenue models, giving them the option to pay once-off (as many times as they like) may coax

them over the threshold. If your content's good enough to keep them coming back for more, they may eventually buy a subscription.

There are also additional revenue streams, which are limited only by the publisher's imagination and appetite for experimentation. Potential additional revenue streams include:

- Affiliate programs in which products or services are featured in the content, with a commission-generating hyperlink to the product

- Premium subscription tiers with added content (such as crosswords, recipes, magazines, etc.)

- Events such as conferences and webinars, or educational content such as e-learning courses — with high-profile sponsorships and guest speakers

- Related content products such as analytical reports and white papers

- New content formats such as podcasts or videos

- Sponsored content commissioned by third parties

- Branded merchandise

However you choose to approach revenue generation, there is undoubtedly little harm in doing thorough consumer research and carefully testing various ventures and iterating until viable options emerge.

Challenge Four:
The Advertising Conundrum

If readers are not willing to pay as we explored above, then publishers become more reliant on ad revenue. The bad news is, ad revenue is an increasingly fickle income stream.

It's estimated that more than [309 million](#) people (or about 16% of the 1.9 billion smartphone users globally) use ad blockers on their mobile browsers. With this growing prevalence of ad blockers, publishers are losing ad revenue. More and more sites that depend on this ad revenue are now using pop-up messages to prompt readers to "whitelist" their website or disable their ad blocker to continue to enjoy a free reading experience.

With a big chunk of online ad spend going to giants like Google and Facebook, digital publishers are struggling to attract the advertisers that were once the lifeblood of the media industry. Paid search comprised some [40%](#) of digital ad spend in 2019, followed by paid social at around 19%, with display advertising — the kind shown on publishers' websites — coming in third place at approximately 15%.
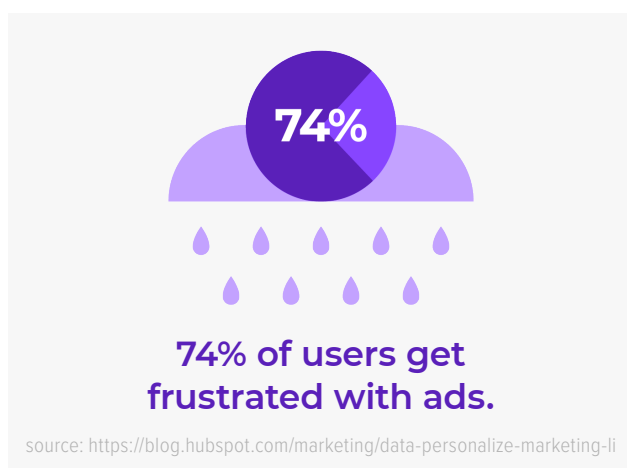
SOLUTION: Leverage Audience Data

How do digital publishers attract advertisers and convince them that their money is better spent with them than with Google or paid social media? In a phrase: audience data.

Advertisers want to know who your audience is, where they live, how old they are, and what they like and care about. They want to know what content your audience members engage with and which consumer segments they belong to.

The more granular the demographic — and more importantly, [psychographic](#) — data you can offer them, the more likely they are to see your publication as the best way to reach their target market.

The added benefit is that the ads you display will be more relevant and useful to your users, which means they'll be less annoyed by the fact that they see ads at all. That's important, given that [74%](#) of users say they get frustrated by website ads, offers, and promotions that don't reflect their interests. Not only that, but you'll have all the information you need to perfect your ads to acquire new audience members.

Most media companies start with Google Analytics and turn to more nuanced tools like Parse.ly, Chart Beat, Monetate, and Adobe Analytics if they need to get more detailed information about how users interact with their content.

74%

74% of users get frustrated with ads.

source: https://blog.hubspot.com/marketing/data-personalize-marketing-li

Challenge Five:
Readers Consume Content Differently

It probably comes as no surprise that the way readers consume content has undergone a significant transformation as new devices and channels continue to be developed.

To confuse the matter, readers don't just consume content differently today than they did a decade ago — each *generation* consumes it differently than the next.
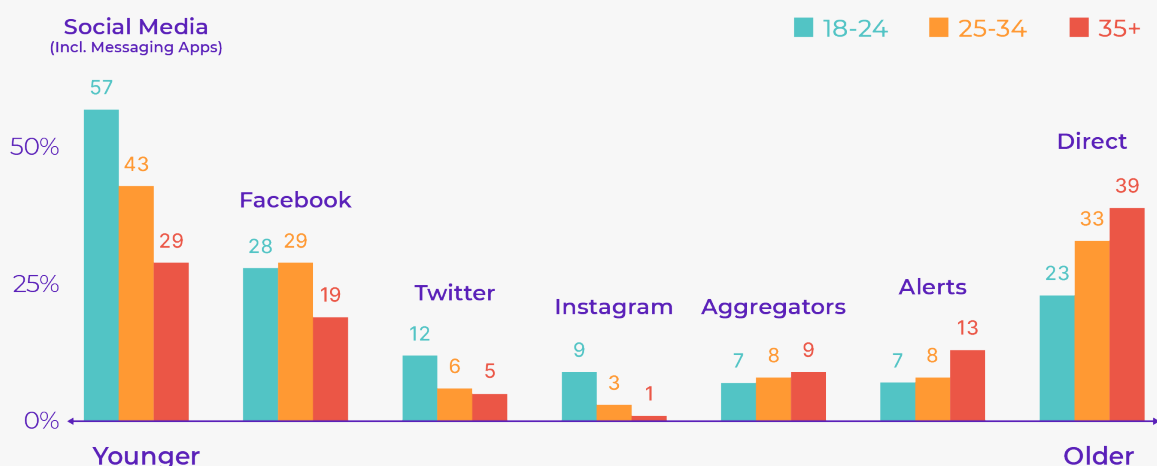
For instance, the majority of the 18 to 24 crowd make their first contact with news in the morning via social media while the majority of those 35+ go straight to news outlets.

And according to Reuters Institute's 2019 Digital News Report, 44% of readers use their smartphones to consume the news on these different channels. Mobile users reportedly spend about double the amount of time on mobile-optimized pages than on desktop sites that have been rendered on mobile screens. As a result, responsive presentation matters.

In addition, the shift to digital consumption presents new formatting challenges. People tend to read slower using screens than paper, yet they read more impatiently — skimming pages, skipping paragraphs, and seeking out headings and bullets. As a result, content that doesn't follow formatting according to reader preferences is likely to see high bounce rates.

With so many channels available to consumers and the nuances of consumption on each, publishers must update their digital experience to cater to the way consumers interact with content today. It's also vitally important that the content published through each platform is channel-appropriate and optimized to give readers a delightful and engaging content experience.

Where Different Generations Get Their News in the Morning

Legend: 18-24, 25-34, 35+

Social Media (Incl. Messaging Apps): 57, 43, 29
Facebook: 28, 29, 19
Twitter: 12, 6, 5
Instagram: 9, 3, 1
Aggregators: 7, 8, 9
Alerts: 7, 8, 13
Direct: 23, 33, 39

Younger ← → Older

source: https://www.niemanlab.org/2019/06/even-people-who-like-paying-for-news-usually-only-pay-for-one-subscription/

SOLUTION: Adopt An Omnichannel Approach

In light of all the channels consumers use on a day-to-day basis, you significantly increase the chances of engagement with your content if you maintain a presence on all the channels your prospective readers frequent.

We'll get into the weeds of what an omnichannel content publishing strategy entails later in this ebook, but the gist of it is ensuring that you're publishing consistent, user-friendly content across all your channels in such a way that the content assets complement one another. Reusing modular content lies at the heart of any omnichannel strategy, but it must be done so that consumers don't find the content repetitive or annoying.

Taking advantage of the popularity of one such channel, social media, can have a considerable impact on your traffic and revenue.

A classic example of a publisher that did this successfully is *National Geographic*, which has more than 137 million followers on Instagram. While social media clout doesn't directly impact profit, it's essential to build brand awareness among younger consumers who discover content from a variety of physical and digital channels.

source: https://www.instagram.com/p/CAZYaQNDjCT/

## Challenge Six: Keeping Up with All the Digital Channels

The fact that there are so many channels upon which to reach consumers is a mixed blessing for most publishers.

Yes, there are a plethora of channels, platforms, and devices upon which to reach consumers — websites, mobile apps, e-readers, social media, television, gaming consoles, smart speakers, and so much more. But, that level of opportunity is easily overwhelming.

The prospect of creating and curating content that is relevant to the consumer, the channel, and current events is daunting in an industry that regularly operates on tight budgets and limited resources — particularly as new channels continue to emerge.

Many publishers still use several different programs and applications for their content creation and management processes. With publishing teams switching between various tools for content research, planning, scheduling, creation, marketing, sales, CRM, analytics, and so forth; it's no surprise that operational efficiency is one of the biggest obstacles to revenue.

In many media companies, the same piece of content is recreated anew and goes through a whole separate workflow for each platform or channel to which it is published. This results in a lot of wasted time. Countless hours are spent on manual tasks like resizing photos, reuploading content assets, and reformatting headings. The only reasonable solution for publishing at a modern scale is automating the process of omnichannel content distribution.
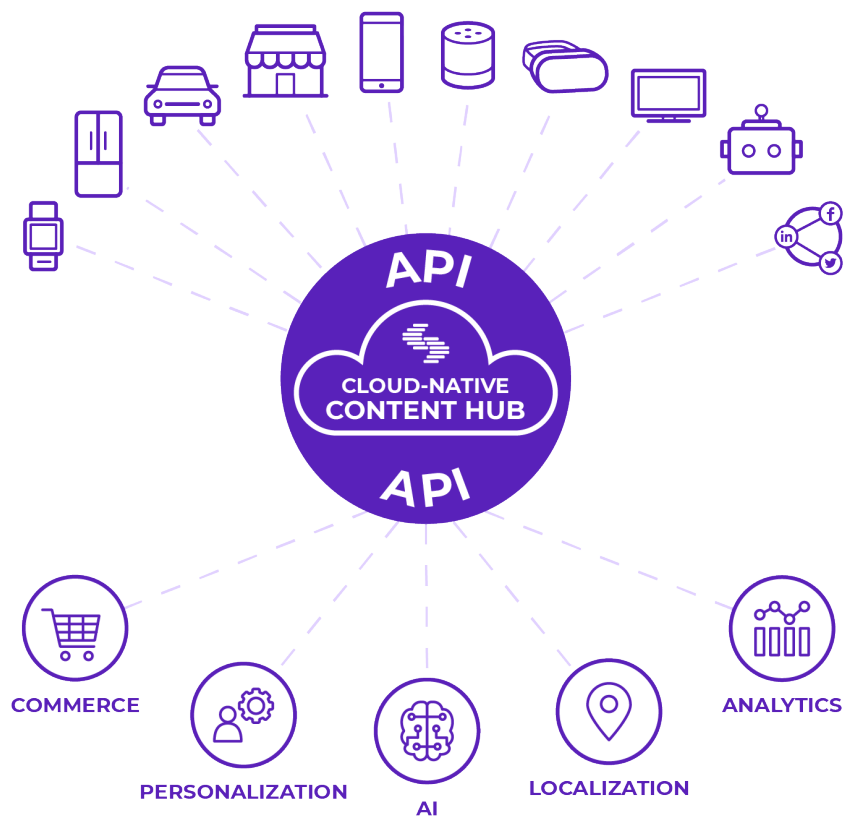
SOLUTION: Adopt a Headless CMS

A headless content management system (CMS) makes it much easier for digital publishers to create, distribute, and manage content across multiple channels by allowing them to create content once and publish it everywhere.

Traditional, monolithic CMSs like WordPress were created for a simpler time before omnichannel became the norm. With a traditional CMS, the content and presentation are inextricably bound together, making it an incredibly tedious, manual process to distribute that content to a new channel. It isn't a sustainable — nevermind scalable — way of doing things anymore.

With a headless CMS, on the other hand, you create and label modular content once and store it in a central cloud-based repository instead of recreating it for each channel. Design and development teams can separately create the ideal front-end display

for each intended channel. An application programming interface (API) uses the labels to source the right content, match it with the correct display, and distribute it to the designated website, mobile app, or any other digital publishing channel.

The fact that your backend and frontend are separate makes updating content easier and quicker, granting publishers unprecedented agility as no technical intervention is required.

Perhaps even more importantly, this newfound agility allows you to expand to new channels (TikTok, anyone?) without needing to cause massive disruption to your current content creation processes.

With a headless CMS, you can also integrate many of the other tools you use into your daily publishing workflow to streamline content optimization and reduce the strain of tool switching on your team.

How to Roll Out an Omnichannel Publishing Strategy in 5 Steps

Implementing an omnichannel strategy is more or less unavoidable if you hope to remain relevant and profitable in the years to come. If you want to provide your readers with content on the channels they use most, you'll need to plan, create, optimize, distribute, and manage content across multiple platforms.

If it sounds like a mountain of work, that's because it is. With dozens of moving parts, coordinating it all and making sure every step of your publishing strategy is executed how and when it's supposed to can be a veritable nightmare.

That's where publishing automation comes in handy. Not only does it streamline your omnichannel publishing pipeline, saving you time and energy, but it can also save you money by reducing the number of people and resources involved.

Let's discuss the critical steps involved in implementing an effective omnichannel content strategy and automating much of your content publishing.

Step One:
Create a Content Model

Creating a [content model](#) is the process of mapping out all the different types of content you'll need — for the present and in the future. Mapping out your content ensures you are prepared to execute your new omnichannel content strategy, and that it will be sustainable and scalable.

When creating your content model, you'll want to include all the stakeholders involved throughout the content creation, publication, and promotion lifecycle, including designers, developers, and marketers. Your content model should contain detailed descriptions of each content type and the components that comprise each type of content (fields like header image, H1 title, body text, meta description, etc.) and the relationships between different types. This will enable internal users — as well as your API — to quickly find what they're looking for.

A Content Model of the Relationships and Content Types at a Company like Netflix
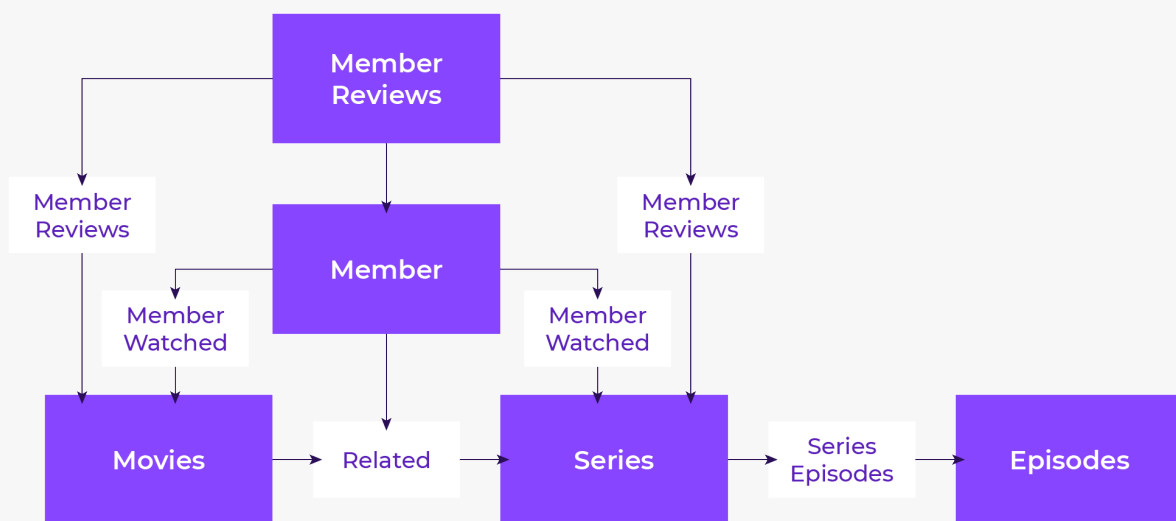
Step Two:
Embrace Headless Architecture

For a successful and futureproof omnichannel content strategy, <u>there's nothing better than a first-rate headless CMS like Contentstack.</u> We've discussed some of the benefits of going headless in the preceding section, but some of the other core features include:

- Automated and bulk publishing features that enable you to schedule content in advance, allowing you to update multiple pages at once effortlessly. This is great for batched content such as serials and for coordinating content across your website and social channels, making it easy to generate hype in advance of major stories.

- With integrated versioning and rollback, you can efficiently review revisions and restore previous versions whenever you need them.

- Content lifecycle management and approval workflows that map your content processes have never been easier to establish and enforce, making sure that no steps are overlooked in your publishing pipeline.

- Access level controls let you determine who can access which content and what level of authorization each user has to ensure content integrity.

- Digital asset management allows you to store and manage all of your content assets in one place.

- Thanks to best-in-class integrations, it's easy to hook up your other content tools, including analytics, CRMs, inventory management, personalization software, localization tools, and other third-party apps you routinely use in concert with your CMS.

Get your developers to create gorgeous front-end displays for every channel you plan to publish to and let your APIs populate them with the modular content you create using your new headless CMS.

Step Three:
Outline Your Content Lifecycle

This step is just as important as creating a robust content model. You must map out how each type of content's lifecycle will play out and what the content approval workflows will look like.

Of course, each business's content lifecycles will look different, and workflows will vary from content type to type.

Stages in your typical content lifecycle might include:

- Organization and planning
- Workflow definition
- Content creation
- Storage
- Editing and Optimization
- Publishing
- Updating, removing, and archiving

Content Lifecycle Management Stages

Storage

Editing

Creation

Publishing

Workflow Definition

Removing, Archiving, Updating

Organization and Planning

Step Four:
Start Creating Stellar Modular Content

Start creating content with your headless CMS. It's best to have an informed strategy and a carefully planned content calendar that outlines your deliverables at least a month or two in advance. This way, you can plan for all of your channels simultaneously and ensure that your content releases complement one another.

For instance, you'll be able to plan for and publish "teaser" content snippets on Instagram, Twitter, Snapchat, etc. in the weeks or days leading up to a content release such as a video, podcast, or a big story. This kind of coordinated publishing allows you to get maximum exposure for each piece of content you create, which is, after all, the whole point of omnichannel publishing.

Remember, the more modular your content is, the more reusable it will be, enabling you to effortlessly recycle content fragments across all your channels to get the most out of each asset.

It's also crucial that you add labels or metadata to help your CMS and API understand which type of content it is, how it relates to other content, and what to do with it.

Digital Item
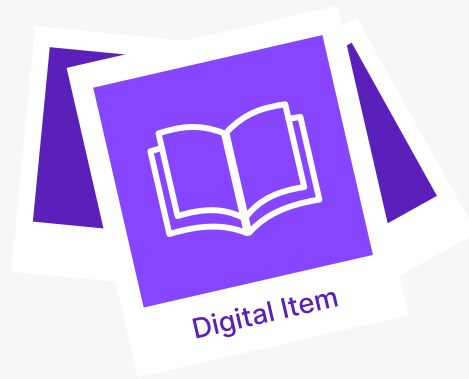
Metadata

Type of Item: Illustration of open book
Name: Illustration-of-Book.jpeg
Size: 4 MB
Dimension: 2160×2200
Color: Purple
Description: Open purple book illustration
Date Created: 05-20-2020
Date Uploaded: 06-09-2020

Step Five:
Set Up Automated Publishing

Automating as much of your publishing as possible is the ultimate endgame when it comes to rolling out an omnichannel content strategy. After all, what's the use of a state-of-the-art CMS if you still have to publish to all of your channels manually?

Luckily, it's effortless to configure automated publishing, whether it's a blog, social media post, email, in-app announcement, website update, a press release, or other content types.

If you've followed the other recommended steps in this process, you already have a content publishing schedule, and you have your modular content ready, and you have created additional collateral for promotional purposes.

Now you can simply schedule the publishing of your content in your CMS or plug all that content into a content scheduling tool like Hootsuite or Buffer and let the software do the rest!

How to Roll Out an Omnichannel Publishing Strategy in 5 Steps

Step One: Create a Content Model

Step Two: Embrace Headless Architecture

Step Three: Outline your Content Lifecycle

Step Four: Start Creating Stellar Modular Content

Step Five: Set up Automated Publishing

Summary

From engaging current readers to attracting new ones, keeping advertising revenue alive, and staying afloat in a sea of free content and ever-growing distribution channels; the challenges for today's publishers are numerous — but they are not insurmountable for those who pursue an omnichannel publishing strategy.

Building a strategy that streamlines your omnichannel publishing pipeline and saves time, energy, and resources all starts with choosing the best technology for omnichannel content creation and distribution.

Contact the Contenstack team today and build out a no-obligation proof of concept to see how our award-winning headless CMS is the perfect platform upon which to build the modern omnichannel publishing strategy you need in 2020 and beyond.

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