

MAXIMIZE YOUR CONTENT

Achieve *encore*
performances.


This article is the second in a two-part series on pushing your content capabilities to the max. [Part one](#) discusses ways you can make content creation more efficient, while this one shows you how to maximize the content you already have. Together, they'll help you take your content capabilities to all new heights—delivering amazing experiences that are beautifully synchronized and perfectly timed across all screens and devices.

Broadway dancer Reed Kelly always dreamed of becoming an aerialist with Cirque du Soleil. When he finally got his chance, he documented his journey on Facebook, where viewers got an intimate glimpse into all he went through to not only learn the art, but choreograph and master a showcase performance for the troupe—a feat he accomplished in three months, not the typical three years.

Imagine if after all of his hard work, he never performed again. It sounds crazy, but that's what often happens with the assets marketers painstakingly create. Once published, they often sit, waiting in the wings, never to perform again.

To maximize the value of your assets, you need to break out of a single-performance mentality and get them back out there to enthrall audiences again and again. We'll show you how, with six best practices for maximizing content.

A 2019 CMI study found that in the last 12 months, B2B content marketers increased their spending on content creation more than any other area of contenting marketing. Yet while many are creating more content, they're not getting its full value.



1. Eliminate the pain. Find areas for *gain*.

"Straps are more than just a physical and technical device—they're implements of pain," says Kelly's aerial coach, Victor Fomine, who is affectionately known as the god of straps and trapeze for Cirque du Soleil. "When you start, the pain is intense and real. Gradually your body gets used to that pain, so you can progress."

When it comes to creating content, you can probably relate—at least in spirit. In a Forrester Wave report, one global retailer ranked content reuse and efficiency as an "eight out of 10 in terms of pain." And 45 percent of companies in the Econsultancy "2018 Digital Trends" survey said content and experience management was one of their three most important priority areas for the coming year.

Chances are, you have a lot of great content. The trick is to reuse it—so you don't have to endure the pain of re-creating it every time. The first step is to ask yourself the following questions. If you answer yes to any one of them, you've identified a good place to start.

- Is there new data or information that can be used to update a report or research-based content?
- Do you have high-performing content that is underused?
- Do you have new information that could shed light on why content underperformed?
- Can you repurpose great content to all-new formats and audiences?

2. Elevate the *potential* for reuse.

Kelly spends hours in the studio building his strength and skills. “It doesn’t happen like magic,” he explains. “It’s hard work.” But in marketing, finding the right asset can feel like magic—thanks to AI’s help in content cataloging.

Finding an existing asset can get you 75 percent of the way to an all-new asset. And now with AI and automation, it’s easier than ever. Learn how in the first article in our series, [“Creating Content with the Greatest of Ease.”](#)

“Eliminating dark assets, or those that can’t be found, is the biggest contributor to content reuse,” says Mike Carley, strategy and product marketing at Adobe. When you automate metatagging, you instantly take your your searches up a notch. Add more advanced capabilities like visual similarity search and automated translations, and suddenly you’ve elevated the potential for reuse to all new levels.

By improving asset findability and reuse, and by reducing redundant content creation efforts, organizations can see huge savings.

\$3.17 million

Savings per year, per
organization over three years

\$10,838

Savings per user

Source: IDC

Visual similarity search. Most digital asset management (DAM) solutions search a catalog for key tags and copy points. But some go even further. Using visual similarity search along with metadata searches, they're able to surface more relevant assets.

Visual similarity search uses AI, pixel analysis, and recognition to identify similar compositions, color schemes, patterns, style, even faces. It searches for everything that identifies images as visually similar — just as the human eye would do.

Automated translation. If your content repository spans several geographies with multiple native languages, translating asset metadata can be time consuming. And expensive.

Let's assume you have 500,000 assets, each with 30–40 keywords. To enable a multilingual search, you'd have to hire a third-party vendor to translate every single field of metadata. You could minimize that task by tagging only the most relevant portions or not translating for all languages, but that means different search results for different geographies.

Fortunately, some DAMs allow users to search in any language. AI can automatically detect the language of the keywords and translate them, on demand, to the base language of the metadata schema. This eliminates the need to translate millions of existing metadata tags to deliver a true multilingual search experience.

3. Rethink your content on the *global stage*.

While circus performers entertain audiences all over the world with the very same act, content created on one side of the globe doesn't always resonate on the other—despite marketers' best efforts to localize by region. That's why many companies are rethinking their global processes.

Participants in an Econsultancy roundtable said they're now "transcreating" new content. Regional teams are taking strategies and content elements created at their headquarters, and with the help of AI, using them to create their own content that will be more compelling to local audiences.

Just ask the marketing team at Zebra Technologies. Before implementing a new digital asset management system, their regional teams were tasked with updating local websites. But due to insufficient resources, many sites were outdated. Now they're able to create content centrally and push it out to the regional teams, who quickly access the content, add touches that speak to local audiences, and publish it sooner. With more than 130,000 assets, this has taken their localization capabilities to all-new heights.

4. Include a *safety net*.

When you're flying—whether on the ropes or with content creation—there's no room for error. As a marketer, you have to minimize risk by ensuring the assets you're using are approved and licensed.

This is another instance where a next-generation DAM can help. When an asset gets modified and put back into the DAM, it automatically kicks off an approval workflow. Those approvals are stored in the asset's version history, so anyone doing a search will see if they're using the most current, approved version.

Licensing is another important consideration. Tracking expiration dates for licensed content can be difficult and costly if you have thousands of assets. Many companies simply have a line item in their budgets for liability lawsuit expenses because they have no way to monitor this at scale.

AI can automate this process by generating reports showing when assets are about to expire, serving up replacement assets, and automatically de-publishing expired assets. This not only lowers legal costs, but also the risk of incomplete customer experiences if an image or article has to be pulled.



5. Use insights to spotlight *top performers.*

Many companies keep their performance data hidden backstage, gated behind their analytics team. But when you put analytics into the hands of those who need it most — marketers and creatives — you empower them to take action.

With performance insights embedded in every asset, creatives can easily pull and reuse those that were most effective. “This not only doubles the asset’s ROI — it eliminates the time and expense of saddling your analytics team with that kind of basic performance request. That’s a huge value add,” says Carley.

You can strengthen that value even more when your analytics and targeting are in sync with your content management system. You’ll be able to instantly find the highest-performing assets, optimize them for each segment, and automatically deliver them.

6. Optimize your content for *every venue*.

"We're like, 'Okay, we do this amazing thing, we do that amazing thing, how do we put them together?'" says Kelly.

Just as an aerialist choreographs a great performance, marketers combine their best elements to create amazing experiences. But we often forget the next step: looking at how those individual elements can be recombined or reused in new ways.

In our first article we discussed content atomization, where different elements of an experience are dynamically composed as it's being delivered—allowing you to deliver highly personalized experiences at scale. This concept also works for *reusing* content at scale. Simply change or refresh the template or its elements, and *voila!* New personalized experiences are delivered instantaneously across all channels, devices, and audiences.

You can also adapt your content for multiple formats to broaden your audience and make your content more accessible. Here are a few examples:

- Break up an article, eBook, or white paper into a series of blog posts, presentations, or infographics for your website.
- Take webinar content and expound upon it in an article or white paper. Or turn it into a podcast.
- Transcribe videos into text that can easily be repurposed. Or use video stills as images in a blog post and other places.
- Use quotes and statistics from case studies in web content, articles, and a host of other places.
- Upload user-generated content to your DAM so it can be used on your website, in articles, or in blog posts.



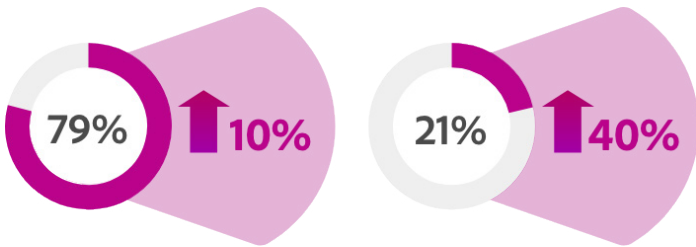
Take your ROI to *all-new heights.*

Kelly didn't begin his journey to the aerial arts from scratch. As a professional dancer, he had a strong foundation to build upon, which saved hours of training time. The same holds true for you. Your asset repository gives you a huge head start.

But the time to act is now. In order to grow, brands need to engage their customers with the right content, in the right place, at the right time. This requires an ever-expanding volume of digital assets—and the ability to optimize them at scale for every screen and format.

It's a tall order, but it's possible with a next-generation DAM, AI, analytics, and targeting solutions working in sync. Rather than constantly creating new content, you can effortlessly reuse the content you have, deliver it automatically, and go for the encore again and again.

Earn all-new applause and a greater ROI with a next-generation DAM.



79% report revenue gains
of 10% or more.

21% report revenue gains
of 40% or more.

Source: IDC

If you missed part one in this series on more efficient content creation, click here to read "[Creating Content with the Greatest of Ease.](#)"

Adobe can help.

Adobe Experience Manager Assets can help you create and deliver content more efficiently, maximize the value of your content you already have, and increase your ROI. This enterprise solution integrates with Adobe Creative Cloud solutions, Adobe Target, Adobe Analytics, and Adobe Sensei to provide the most comprehensive, intelligent content management system available. Learn how it can help you elevate your content capabilities to amazing new heights.

"We're saving an hour of staff time per asset, tens of thousands of times per year with Adobe Experience Manager Assets. These time savings include reduced rework, doing less duplicative creative work, and saving time creating renditions."

Survey Respondent, IDC Study

[Learn more](#)

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