Dynamic Media & Dynamic Media Classic

Rich Media Strategy - Kickstart Guide

Having a well-defined and current rich media strategy is a key component of your brands success. What's the main priority for your digital experiences? Rich, vibrant, and complex? Or streamlined, static, and fast-loading?

Rather than devise a plan on your own its important to engage stakeholders within your organization when crafting the most effective strategy for digital experiences.

Goals:

Experience Inventory
Brand Goals & Direction
Information Gathering
Strategy

Key groups to consider/include in the conversation:

· Front-end Developer
· Creative Director/Art Director
· Lead Production Artist
· Photography Team
· Marketing Lead
· Corporate Branding Lead

Some (but not all) questions you should be asking:

Q: Do your pages require a certain size and shape of photo? Are Category and Results pages composed of grid images at a specific pixel width?

Q. Does your Rich Media Delivery strategy need to encompass delivery of non-product imagery, like editorial imagery, UX/UI images or animated banners?

Q. Does a requirement exist that page load time not exceed a certain length? If so, what are these specifications?

Q. On initial page load, how many images are expected to fully resolve in a set length of time, on average?

Q. Are any pages continuously refreshed, or always static?

Q: Is image quality more important than page load time? Or can quality be sacrificed for a faster loading page?

Q: Will pages be composed of static imagery? Or will they be combinations of static and rich media elements, like spin sets, rollovers, or video?

Q. Are imagery and/or other rich media elements supporting a responsive web page (RWD) design?

Q. Are source images reused at different sizes, formats, or crops?

Beyond product innovation: Transform the customer journey

Adobe is committed to developing industry-leading solutions. We also offer essential resources to help you transform your entire organization to deliver better digital experiences. Here are some key resources to help you lead and succeed.

SERVICES	COMMUNITY	INSIGHTS	ORGANIZATIONAL SKILLS	GUIDANCE
400+ certified implementation partners	Industry-leading engagement (IMMERSE, Summit, and regional user groups)	Adobe Sensei AI and machine-learning innovations focused on experiences, 100 trillion transactions/year	Most extensive digital learning services, offering over 100 courses	Digital maturity assessment and prescriptive guidance for success

About Adobe Experience Manager

Adobe Experience Manager allows marketers and developers to create, manage, and deliver customer-facing digital experiences across every channel—web, mobile, social, video, in-store, and IoT. The solution spans digital experience management including web and mobile, digital asset management, social communities, and forms and documents. Adobe Experience Manager integrates with other Adobe solutions, allowing businesses to use data insights to deliver targeted content to identified segments and transform content into engaging, personalized experiences—optimizing customer engagement and lead generation and accelerating revenue.

For more information

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