



POCKET GUIDE

The pocket guide to the connected content lifecycle



Introduction

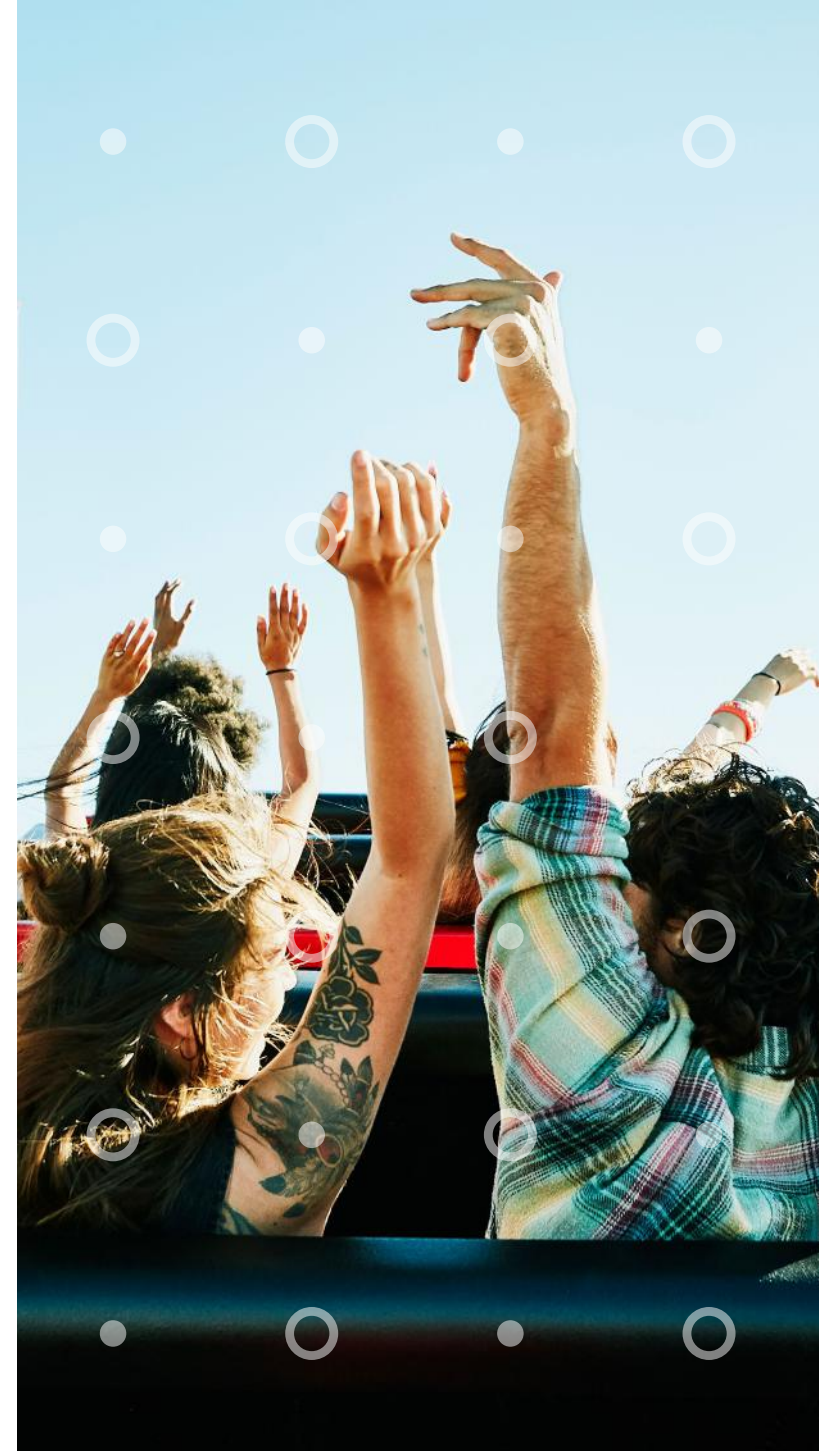
Five elements of an effective content lifecycle

As a marketer, you're likely feeling today's challenges of powering differentiated digital experiences that create lasting relationships with your customers – and ultimately drive your business forward. The fast-changing consumer market is forcing all brands to address how they are delivering engaging, personalized content at scale and speed. You likely have people in your organization who can provide support, along with data to help target the right audience with the right message.

But how do you bring it all together to effectively power the volume of content needed to meet the demands and needs of your customers, who expect seamless, individualized digital experiences?

This pocket guide outlines key ingredients and tips on making it all work together.

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1

Know your customers

Who are the people you want to reach and how, when, and where do they consume your content?

How are you solving your customers' needs and pain points? While your audience craves memorable, tailored interactions at every point in their journey with your brand, to maximize these experiences, you'll also need to understand them. The key is taking a deep dive into your organization's customer intelligence data. This will help you truly understand who they are and uncover the information needed to start effectively driving personalized experiences.

Look at how they are interacting with your brand - utilizing intelligence insights like website visits, customer service interactions, and more. Also consider other types of outreach, like surveys, to get additional feedback that you can integrate into your data stack to create a 360-degree view of your customers. With 42% of companies not asking their customers for any feedback at all¹, use this opportunity to listen and take feedback to heart.

Bringing all your data together in a central repository with technology like Sitecore's platform enables you to understand your customers by letting you capture and analyze profile data. You'll start to create an end-to-end picture of customer interactions and see where you need to fill in any content gaps along their journey

2

Divide and conquer

Not everyone is the same – and personalization only happens when you offer an experience that’s tailored to what an individual needs, wants, or cares about.

The ultimate aim should be for your content to power your real-time insights into whether you’re effectively delivering a relevant and meaningful experience for your customers.

You can achieve quick wins by identifying key customer segments, the needs of each one, and the journeys they will take with your brand. Use that information to develop your content strategy for audiences that align to those segments.

It’s possible to segment across a whole host of attributes – many of which are fairly easy to implement – including:

(ordered in terms of ease of implementation – from more basic to advanced)



Geographic location of visitor



Whether they are a new, repeat, or loyal visitor



The marketing campaign(s) visitors respond to



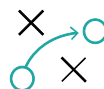
What product or service they view the most



Whether they did a product search



Whether they viewed the product details or looked for variants (size, color, configuration, etc.)



Intent, motivation, behavior



Psychographics, demographics



Where they are on the customer journey

| 3

Put your plan into action

Understanding your audience is crucial, but an equally important part of the content lifecycle is ensuring that content production is a seamless process. The right tools and the right planning will result in a content supply chain that runs effectively and avoids operational inefficiencies, confusion, and siloed working.

An effective content machine includes a number of cogs, such as writers and editors, content marketers, and UX designers. You may also involve someone from IT to help create a stronger linkage between your content strategy and production, along with the technology systems that support them.

The key is to get everyone working in a shared environment where they can effectively plan, manage, and collaborate on your content strategy. This will streamline production by orchestrating connected task streams.

67% of B2B marketers

rate the project management flow during the content creation process as either excellent, very good or good. 27% say it's fair and 5% say it's poor.²



| 4

Hit your target, analyze, and learn

You've put a lot of hard work into getting your content created and published, so you want to make sure it gets seen by your target audience and results in meaningful ROI. This is the stage to fine-tune the best channels for reaching your audience, while ensuring there are no dead ends and that it's easy for them to navigate from one piece of content to the next.

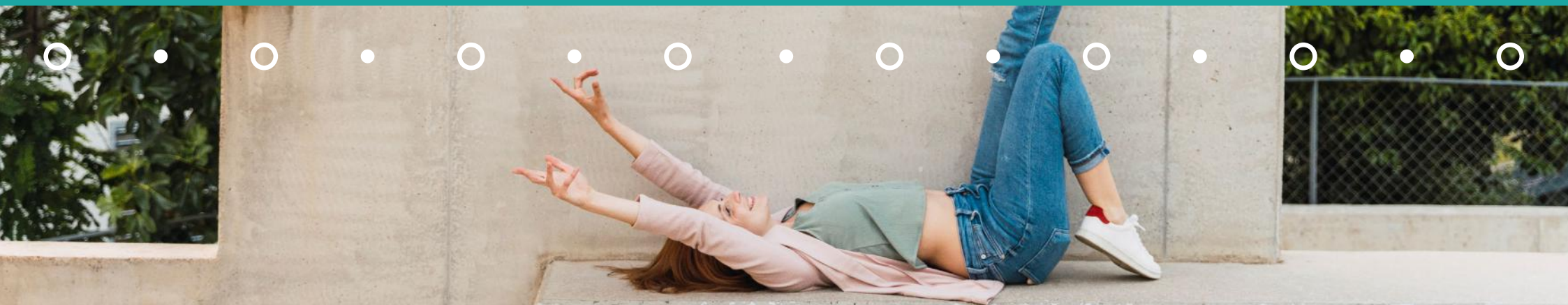
Measure your content's performance from your channels. See how visitors are moving through your website via their interactions with your content, identify which types of content are being consumed the most, and then optimize inefficiencies by identifying underperforming content so you improve the next time around.

The content you deliver at each stage should persuade customers to keep moving along the digital journey. Nurture them along the way, make them receptive to more, let them find what they need easily, and be there for them at the right time.

The key is to measure and test, whether it's individual components of a web page or the entire omnichannel experience. Know what gives you the most value. Know where you need to improve.

Only
43%

of B2B marketers say they measure the ROI of content marketing.³



5

Bring it all together

The steps to creating an effective content lifecycle we've explored so far can only truly work if they are operating within an end-to-end solution.

This solution should be capable of supporting content management, delivering content at scale, and optimizing personalized experiences with customer behavior data.

None of the elements described in this guide should exist in isolation. When you bring it all together through leading-edge technology, the steps form the foundation of a continuous content lifecycle that seamlessly allows you to scale up over time while incorporating important learnings along the way.

And while we've included the key parts of the content lifecycle in this guide, there will inevitably be more to consider as we continue to evolve with our customers. Fortunately, Sitecore has you covered.

We're the only company to offer a solution that has a platform to connect the complete content lifecycle, supporting you with everything from creating and publishing relevant content to driving outcomes and measuring content effectiveness.





Own the Experience[®]

Sitecore creates human connections between brands and their customers via digital experiences that leverage end-to-end content, seamless commerce and continuous personalization to enable organizations to thrive in a world where, without a superior customer experience, there is no product.

Sources:

1 HubSpot, The State of Customer Service in 2019

2 Content Marketing Institute, 2018 Benchmarks, Budgets and Trends

3 Content Marketing Institute, 2020 B2B Content Marketing: What the Successful Do

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**Get set to make a digital
difference throughout
the content lifecycle.**

We're here to support you.
Let's start the conversation:

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