netcentric

A Cognizant Digital Business

Power Your Content

Optimize Your Content Velocity With AEM Assets

A Need For Smarter Production For Content Velocity In 2020

Data-Driven Smart Content Is The Future Of Content Production

With several studies showing content consumption to be a majorly influential factor in current buyer decision-making, companies are busy creating content to support their multi-channel marketing strategies. A record number of consumers are now reading up on a product or service before they even engage with a vendor (online or in-store), so if your content strategy is not scaling effectively, your business is losing out. Not only that, many companies that are moving online and going to market globally are in need of content that is more internationalized.

Vast and fast improvements in artificial intelligence and smart learning are automating more areas of content creation, production, and delivery. Asset management, categorization, and translation can now be auto-managed much more quickly and efficiently. As the quality of machine-learned content production improves, data-driven smart content is becoming the future of content asset production, and smart solutions like Adobe Experience Manager (AEM) are helping small and large companies achieve the content velocity they need.
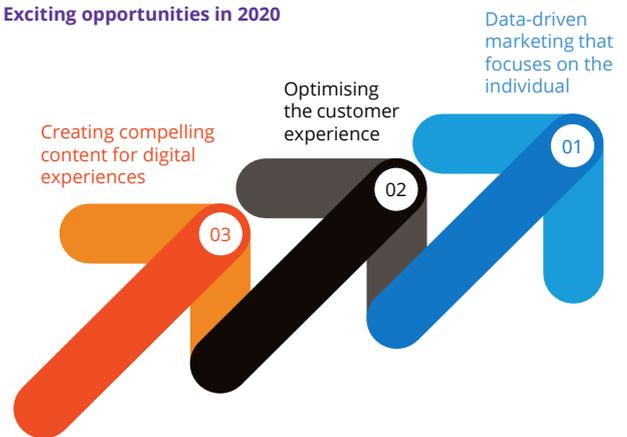
Smart rendering, categorization, and multi-platform globally shared content that is updated and accessible in real-time, is vital for international businesses. Big brands need to maintain congruity in their content throughout chains and in different countries, and potentially in many languages too. Auto-tagging and shareability is the next step in scalable content that maintains the quality and parity these large enterprises (and their customers) have come to expect.

Why Content Velocity Is Trending Right Now

Top Digital Content Production Trends In 2020

According to a 2019 survey report by Econsultancy, content velocity is trending and will continue to do so in 2020. As we can see in the image above, the survey results highlight the need for content producers to be creating high-quality and compelling data-driven content, (and plenty of it) in order to meet high-level company needs and their clients' growing demands.

Exciting opportunities in 2020

Creating compelling content for digital experiences

Optimising the customer experience

Data-driven marketing that focuses on the individual

01
02
03

What Does The Term "Content Velocity" Mean?

Content velocity is the speed at which content is created and produced for marketing a product or service. It could be a written, visual, or audio content asset, or a combination of any two or all three. Content is an asset that can often be the difference in selling a product or service over a competitor. The importance of quality, scalable content for business cannot be underestimated.

Why Is Content Velocity Important For Sales?

Customers are doing their research before they buy a product:

Consumers are now engaging, on average, with about 10.4 pieces of content prior to making a purchase.

A lot of the buying decision is made prior to engaging with the vendor:

Consumers are 5x more dependent on content today than they were 5 years ago, and again this average is only on the increase.

Consider then just how early the buyer journey really begins. It's long before they get to the "store", whether online or in-person. It's the content they are consuming in advance of buying.

The consistent quantity of content is now as important as its quality for boosting brand awareness, building trust, and increasing engagement with the customer much earlier on.

Importance Of Scalable And Internationalized Asset Creation

As a marketer, the goal is to get content out there in a fast and efficient way to ensure that a product or service is seen by a buyer. But what if within a service there are multiple products that need to be advertised? A company then needs multiple content assets per product in order to reach the ideal customer, and may also need that asset available in a number of languages.

15 languages

16,875 assets

25 assets
per product

1,125 assets

45 products —●— 45 assets

Looking at the example in the image above, a business with 45 products, for example, will need a minimum of 45 assets to communicate their products to the market. Then, to improve the customer experience, each product needs a variety of written, audio, and visual content assets in order to compete effectively. As well as that, if that company wishes to open up into global markets, content translation is going to be required. 45 assets quickly become 16,000 assets, so that that company is really able to scale.

Use-Case Example - Conrad Electronics:
Conrad is a Germany-based household technology and electronics company that annually ships to 210 countries around the world. Their current product assortment is comprised of about 450,000 different items by companies such as Apple, Microsoft, and Philips, to name but a few.

The big question is, how do companies like Conrad Electronics create mass-scale, high-quality content, needed by the client, yesterday?

The answer is by adding smart, automated production to their content strategy.

What exactly is smart content production, then? We'll explore this in the next section.

Data-Driven Automation For Scalable Content

Content Production And Delivery Time Can Be Vastly Reduced
According to Adobe research, it can take 12 days to produce one piece of content and deliver it to the market. This includes the process from ideas to drafting, to reviews to published content.

Imagine if there was a solution that could cut your content creation delivery time in half!

The Adobe Experience Manager is revolutionizing the way businesses produce content by offering a turnkey solution for mass-scale content creation, management, and delivery. The Netcentric team are experts in AEM for businesses that need to increase content velocity.

**How The AEM Platform Works For Businesses:**
As part of Adobe Experience Cloud, the Adobe Experience Manager is a smart digital content asset management system.

Within the AEM platform, there is:
• **Sites**, a ready-to-use content authoring and management system.
• **Forms**, used for capturing digital form data, storing it, and transferring it from a device to a database.
• **Screens**, another practical solution for clients who need to display digital marketing materials, whether on-device or instore.
• **Assets**, a smart digital asset management environment, proving to be an intelligent solution for

enterprises needing to increase their content velocity while maintaining high-quality asset management.

Assets for improved content velocity is the main focus of this section.
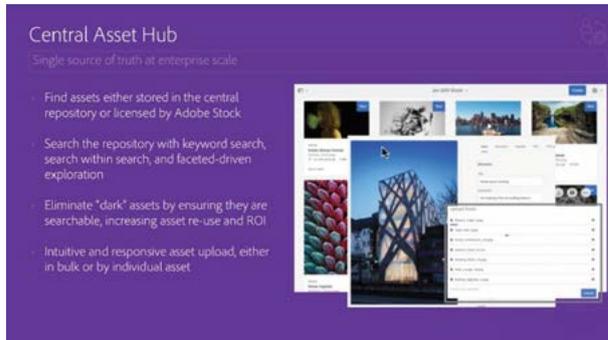
Digital Content Asset Management And Delivery With AEM
The Central Asset Hub in Adobe Experience Manager allows for more effective management and scalability through a smart, shared repository which provides easier content delivery, and offers better metadata management solutions for custom and internationalized content assets.

• **The Asset Repository** is a centralized cloud space where approved marketing assets can be shared across platforms and amongst different teams, including third parties.

• **Metadata Management** and tagging allows for easier organization, categorization, and searchability for individuals and teams regularly working within a large asset repository.

• **Asset Sharing and Distribution** may be the final step in the process, but it is a vital part of collaborative content creation to get the content in front of the right audience.
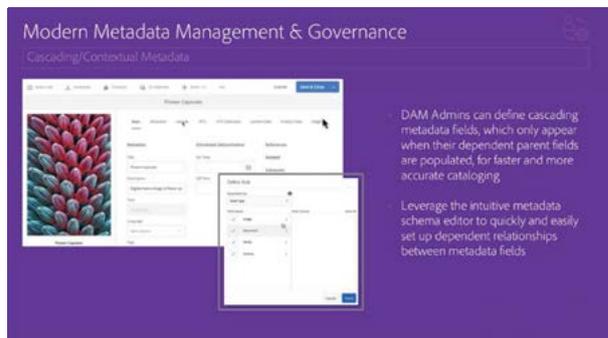
Importance Of Modern Metadata Management And Governance
Metadata is the heart of asset management as, without effective tagging, content cannot be easily searchable. Smart or automated metadata improves this process, especially when content needs scalability.

AEM offers a smart tagging solution that combines Adobe Sensei along with dynamically curated and precise search facets for easy content categorization.

Connecting To The Digital Asset Management System (DAM)
Creating a centralized and global Digital Asset Management (DAM) system or database for your images and video files, and one that is accessible by authors in different locations in real-time is key. This allows for efficient management, sharing, and distribution for large-scale enterprises.

With AEM, businesses have access to a brand portal (asset repository), or tailor-made asset solutions in one centralized location. This particular format has an easy-to-use drag-and-drop asset interface, and one of the benefits is that authors do not need a user license to access it.

Importance Of Governance For Content Asset Management
It's important to note here that Governance, and its role within asset repositories systems, should not be underestimated. Effective governance allows for easier identification and usability.

An asset management solution cannot be useful if there is an inefficient governance of the database. DAM works effectively only when it is organized and moderated efficiently ie. content storage and distribution, double-checking metatags, removing retired content, etc. (This is especially true when the platform is being accessed from outside or third-party sources.)

Asset Solutions: How AEM Internationalizes Your Content Assets
• **Dynamic Image and Video Delivery:** A well-connected DAM is vital, and Adobe makes dynamic image and video deliverables and sharing that much easier, whether it be Adobe authored or customized assets. The master file is available in unlimited versions for different screen sizes (without compromising on quality) so AEM allows marketers to fulfill a complete content strategy across all screens and devices.

- **Custom Smart Tags:** With custom smart tags and smart learning, the laborious task of manual tagging becomes much quicker, as the machine learns to recognize faces, objects, and even patterns. Automated tagging through photo analysis offers up to 20 different tags to increase asset findability.

- **Smart Tag Translation:** For global brands in need of internationalized metadata, tagging is also offered through machine-learned translation.

- **Smart Crop (point of interest):** Considering the huge difference between how an image is displayed on a large screen versus a small screen, it is important to be able to detect and centralize the focal point of any image. AEM offers smart cropping so that images are refocused and given multiple ratios to be used for different devices.

- **Smart Crop for Video:** AEM offers Smart Crop for Video, where Adobe Sensei smart tracks the point of interest to ensure a video always looks its best, no matter what the device (or whether it's played horizontally or vertically on the screen.) This built-for-scale solution can reduce hours or even days of work to mere minutes.

- **Smart Tags for Video:** Tags can also be created where AEM smart tagging recognizes moving images on the screen so that the video is ready to be categorized and put into a database or online shareable library to be used as and when needed.

Netcentric: Helping Scale Content Velocity Smartly With AEM

Content velocity is trending. As more businesses take their products and services online, the need for scalable and internationalized content at the ready is vital. Smart management solutions are essential for creating easily findable, shareable, and translatable content assets.

Whether an SMB or a big brand, if your company is selling several product or service options in more than one country, then you need more content assets readily available at your fingertips. Consumers want - and expect - to be able to do their digital research before they buy a product, whether online or in-store. Businesses need to be ready with scaled, current, quality content.

The demand for ready-made, high-quality, mass-produced assets is growing exponentially. The marketing team's content production strategy needs to be strong. Adobe Experience Cloud suite allows clients to do just that through Adobe Experience Manager Asset Management and Smart Metadata Management. And Netcentric knows how to leverage AEM effectively for our clients.

As a collaborative partner with Adobe, Netcentric brings together a team of experts who can strategize, implement and develop Experience Manager & Audience Manager for our customers. In short, the Netcentric team can help you manage and scale your creative content.

Are you looking for a high-end smart content strategy using AEM assets that will boost your content velocity in 2020? Get in touch with Netcentric today!

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Case Study: How To Use AEM For Improved Content Velocity
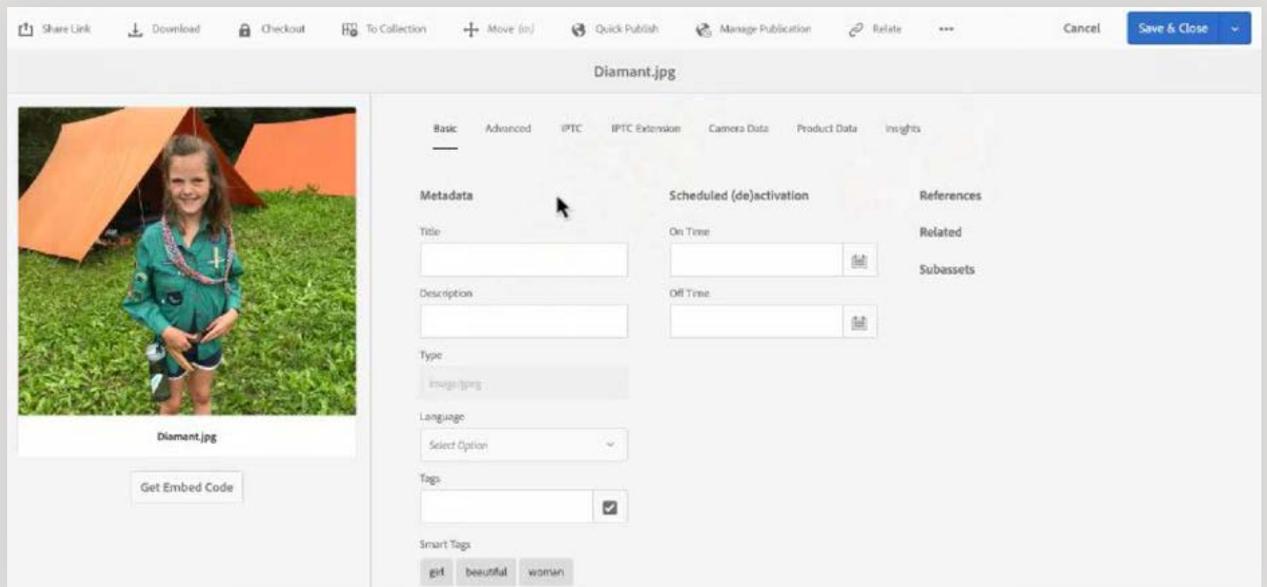
Challenge

Using AEM for effective asset smart tagging and improved time management

Solution

Aside from the dynamic rendering of images, and simple editing functionalities, AEM also offers smart automated tagging within its Properties section. By uploading a photo to AEM one can see how easy and time efficient it is to categorize and library these content assets.

Implementation

In the example given above, a picture of a young girl standing in front of a tent is uploaded and auto-saved as several different rendered images for different device sizes (also known as dynamic rendering.) Within the same section, the photo can then be manually cropped, rotated and otherwise edited as needed. At the same time, 10-15 meta-tags are automatically suggested for the image by Adobe Sensei eg. girl, young, grass, etc. These tags create several options for cataloging the visual so it can be accessed using various searches.

Results

Smart tagging works, for the most part, but it does need some help (or governance) to create optimal and accurate tagging. The tent in the picture for example, was initially mistaken for an umbrella by Adobe Sensei, so the tool does require some basic management to "teach" the algorithm how to identify the data. This aside, the high number of tags created for one piece of content means it is very findable, making the content marketer's job much more time-efficient.

Key Benefits

Even with the need to "teach" the machine how to tag accurately, the main benefit of meta-tagging for content velocity is the improved findability function, creating better time management for content producers, and thus reduced content production time.

To learn more about how beneficial AEM can be, it's important to work with digital experience builders like Netcentric who know how AEM's solutions can be customized most effectively

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SPECIALISED Adobe Campaign Classic
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