ORACLE

Essential Strategies for Content Management

Ignite Guide

Streamline content creation and delivery

For customer experience professionals, digital content is an excellent way to connect with, educate, and support prospects and customers. However, producing quality content—blog posts, videos, ebooks, podcasts, technical briefs, and more—can be costly and time consuming. Fueling a digital content engine while also working to drive sales is challenging, particularly now that more organizations are collaborating remotely and trying to do more with less budget. These issues hurt productivity and strain resources, which may already be stretched thin.

Shouldn't *your* content work *for* you—not the other way around?

A content management system (CMS) helps customer experience teams scale content creation to customer needs. It also keeps content organized and accessible so it can be used and repurposed effectively.

This strategy guide outlines the steps to start streamlining content creation to maximize team efficiency while providing valuable, personalized experiences that drive sales and customer loyalty. We'll show you how to feed your content engine without being consumed by it.

50%
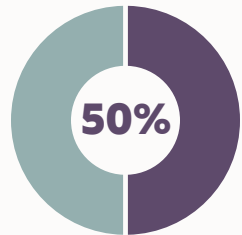
50% of organizations say that connecting with customers through insightful content is a top factor driving their success. However, many still lack efficient processes for managing and scaling that content.[1]

What's inside?

Content management systems, defined

A content management system is a set of integrated tools and processes that support the creation, organization, and publishing of your message—in any form or medium.
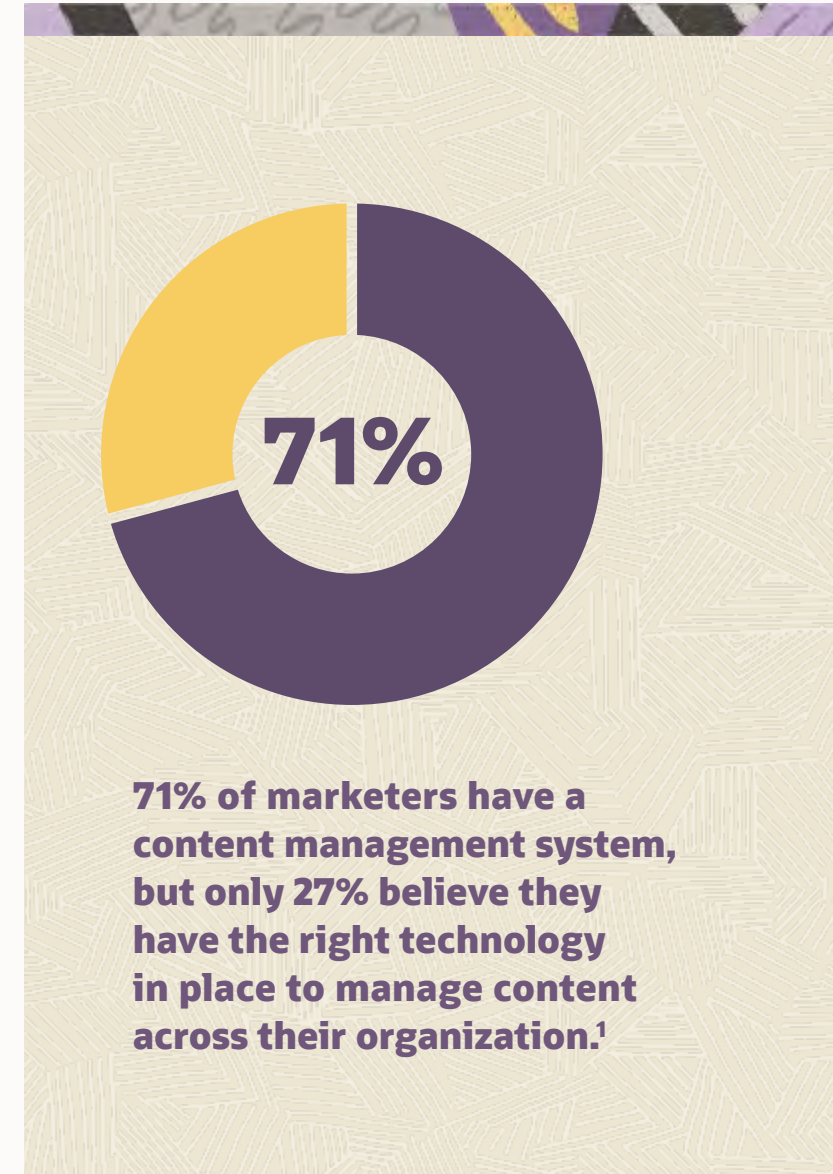
Types of content management systems

Coupled CMS: A traditional or coupled CMS is where the back end and front end are tightly integrated. When developers and marketers make content and design updates on the back end and customers interact with the front end, both parties interact with the same system. This limits your ability to publish to non-web channels and to publish quickly.

Headless CMS: As a more modern solution, a headless CMS is a repository that uses APIs to provide content to all channels. However, this system operates as a back end only without defined front end experiences, templates, or business user tools. This limits the ability for marketers to make any updates without needing help from developers.

Hybrid CMS: A hybrid CMS is a headless de-coupled system that serves both marketers and developers. These systems make it easy for nontechnical content creators to publish content independent of IT while also enabling developers to manage the content in one system and deliver it across multiple channels. The result is a more consistent experience for customers wherever they engage with your content.

Embeddable hybrid CMS: This type of system provides all the benefits of a hybrid CMS with one important addition: its functions and configurable user experience can be embedded into other applications. This allows users to leverage their CMS in the applications they use regularly. The seamless user experience makes it easier for marketers and developers to adopt and work within a central system for content management—without interrupting their regular applications and workflows.

71%

71% of marketers have a content management system, but only 27% believe they have the right technology in place to manage content across their organization.[1]

Content management systems, defined

An optimized CMS extends content creation, management, and activation across marketing, commerce, sales, and service, engaging customers at every stage of the buyer's journey.

The right CMS empowers organizations to

Achieve content strategy goals by leveraging content effectively

Increase content ROI by cross-promoting and repurposing it across departments

Deliver relevant, consistent customer experiences at scale

Without an effective CMS, content that would otherwise be valuable can quickly become more burden than benefit.

Here's why

- Customers become discouraged and disillusioned by content that's irrelevant, loads slowly, or doesn't look great. This reduces site traffic, conversion rates, and customer retention.

- Content that's siloed in different applications or departments is difficult to find, driving employees to recreate existing content that's simply been forgotten. This leads to unnecessary work and increases the potential for inconsistency and errors.

- Many content creators don't specialize in technical systems. Overly complex or technical tools make it difficult for these creators to make and publish content without help from IT—a bottleneck that results in wasted time and budget.

Let's start unlocking your content's full potential by building a strategy for content management.

Build your foundational strategy

Being purposeful in this phase will help you alleviate obstacles organizations encounter with content management.

A solid strategy will ensure that your team can

- **Collaborate on content creation** across departments, agencies, and systems

- **Maintain structural efficiency** through consistent naming conventions, workflows, and performance metrics

- **Effectively manage your brand messages** across the digital customer experience

To garner the most value from your CMS, start building your strategy with these foundational elements in mind.

1. Structure your CMS according to content creators' skillsets

One of the top ways a CMS can improve efficiency is by reducing content creators' reliance on IT. Map out the types of content you're planning to include in your strategy, assemble a team with the creative and technical capabilities needed to produce it, and structure your user interface so that the team can create and publish content without needing additional assistance from IT.

2. Serve multiple lines of business, starting with a quick win

Drive CMS adoption by ensuring that employees across all relevant lines of business can develop, publish, and utilize content. First, create an accessible, easy-to-navigate content repository relevant to a specific use case, then expand to address other areas as needed.

3. Consider scaling for the creation and delivery of different types of content

While it's essential to include blog posts, ebooks, podcasts, and business briefs in this mix, don't overlook the impact of video and augmented reality (AR).

Video content is prized for its effectiveness in engaging customers. But now that more customer interactions happen remotely, it's become truly indispensable.

a. 86% of video marketers credit video with increasing website traffic[2]

b. 84% say the medium has helped generate leads[2]

c. 78% directly attribute increased sales to video content[2]

Adoption of user-generated video (UGV) sales tools is growing, according to a recent Forrester study which also stated that "Smart B2B organizations will arm revenue team members with UGV tools to assist with prospecting, driving event attendance, onboarding new customers, and other activities."[3]

Additionally, anyone with a smartphone has AR capabilities in the palm of their hand. A CMS that can support AR content can help increase conversions and improve customer support on mobile devices.

Maximize ROI by ensuring your CMS has the capacity and performance needed to deliver smooth video and AR experiences anytime, anywhere.

4. Empower content delivery across multiple channels

Set your organization up to syndicate and personalize content across all the channels and devices that matter to your audience. Integrate your CMS with platforms and customer experience solutions that are used by other business units and partner organizations.

5. Serve emerging channels

New channels emerge frequently, and customer preferences can be fickle. Keep pace with an agile CMS that can adapt to and deliver content across all channels and devices, communicating seamlessly with customers and creating experiences that differentiate your company from competitors.

When built on this foundation, your content management system will empower your team to achieve their goals—proving and preserving the value of content within your organization.

Five steps to get started with your content management system

With your strategy in place, you're ready to start delivering. Here are some actions you can take to kickstart your success.

01 Take inventory and prioritize

Most organizations store content across a variety of repositories and systems. Migrating content into the new content management system may seem daunting but is manageable using connectors and migration tools. Some content may not be worth migrating, or you may choose to start with new content or use cases not currently supported by your existing systems. Either way, start by taking an inventory of your content and conduct an audit. A content inventory spreadsheet is a useful tool to help you record and categorize your types of content. Analyze the spreadsheet to determine which content types or categories to remove, update, or transfer to your new CMS. This exercise will also help you identify any gaps in your content strategy.

02 Figure out who will use your content

Identify the relevant audiences and use cases for your content and ensure that it will be properly accessible. Consider content mapping to determine how to reach and engage your audience with content and enable your content creators to work most efficiently. Content mapping will help you understand how to attract, engage, nurture and convert prospects into customers. By understanding how to support the customer journey with content, you'll understand your customers better and make the most of your existing content. It's also best practice to establish taxonomies so you can properly categorize content based on its intended use and audience.

03 Determine your content channels

Decide which channels are most important to your audience. Then, design a content model to support delivery, keeping in mind any necessary integrations between your CMS and those channels. At the top of the sales funnel, your audience is seeking educational content. Leverage channels such as blogs, social media, and search engines to meet these prospects with informative content. When prospects are engaged, use email to deliver content to nurture the relationship. When a prospect converts to a customer, leverage channels such as email, chat, and loyalty programs to deliver high-value content that deepens customer relationships. You will be most successful if your CMS supports all channels and is flexible enough to add new channels as they arise.

Five steps to get started with your content management system

04 Map out how content will be created, approved, and published

Think about who will contribute to your content and the stakeholders they'll engage with throughout the process. Then, consider the tools they use and how you might structure the user experience to promote ease and efficiency. For instance, embedding your CMS into frequently used applications makes it possible to guide content creation in real time. Often content creators prefer to use common tools like Microsoft Word and Adobe Creative Cloud, so make sure your new CMS integrates as seamlessly as possible. To make this part of the process more manageable, start with a specific use case under-served by your current content, and work forward from there.

05 Monitor adoption of your CMS

Consider using the content migration process as a training exercise for your team. Encourage content creators, reviewers, and approvers to immerse themselves in the process. Assign ownership of content to relevant team members to ensure they are accountable for content quality and relevancy. Keep workflows and approvals simple to ensure higher adoption and increased use of the CMS. Look for patterns in who is using your CMS—and who isn't but should be—so you can identify and resolve issues they face. Establish clear user roles and access levels for your team ensuring publishing controls are limited to a select group. As with any new system, your CMS should adapt to your business needs and evolve and adapt with time.

60%

Dr. Reddy Labs increased productivity by 60% and boosted content reuse by 50% with Oracle Content Management.

The true power of content management

With a content management system on your side, you'll be able to seamlessly create, syndicate, and distribute personalized, consistent content—realizing the full value from your content strategy.

1. Collaborate

Work together on content creation within and across teams.

2. Create and manage videos and AR experiences with ease

Catch customers' fleeting attention and keep them engaged with entertaining, dynamic content.

3. Support delivery across every channel

Make relevant content available wherever customers engage with your brand.

4. Make relevant recommendations

Quickly and efficiently assemble the right content and build highly personalized customer experiences.

5. Power self-service

Give customers the tools and information to analyze their needs and answer support questions without waiting to connect with an agent.

6. Integrate and scale

Create and add content from popular applications while managing and delivering your content at scale.

Make content work for you, with Oracle Content Management

Unleash the full power of your content strategy with features such as cloud video editing, a universal asset hub, smart content authoring, and more in Oracle's embeddable hybrid CMS.

Learn more here.
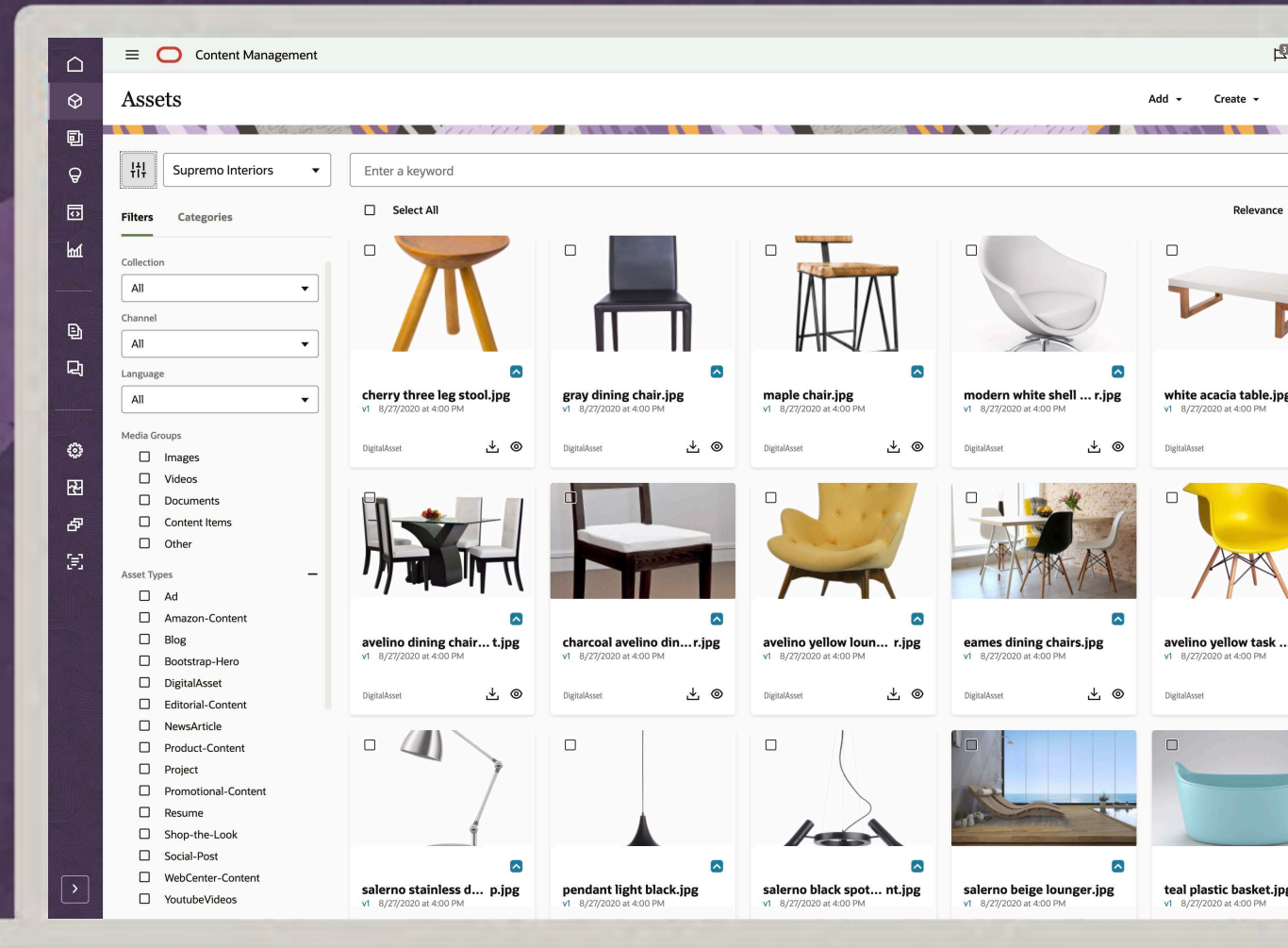
To the experience-maker who's always moving forward

As modern customers seem to shape-shift from one moment to the next, it's critical to maintain pace with their expectations. To help, we created the Ignite series to fuel your continuous pursuit of customer experiences that always hit the mark.

Guides like this one on content management aim to advance your expertise and help you craft foundational strategies in less time. So you can get back out there to captivate customers and drive revenue.

What will you discover next?

• Blog: 5 Reasons You Should Have a Content Management System

• Video: How Smart Content Works in Oracle Content Management

• Analyst Report: Oracle Named a Leader in Omdia Universe: Selecting a Digital Experience Management Solution, 2020–21 (Complete form to download)

About Oracle Advertising and CX

Make every customer interaction matter by connecting all your business data across advertising, marketing, sales, commerce, and service. Oracle Advertising and Customer Experience (CX) is a connected suite of applications that goes beyond traditional CRM to help you create and nurture lasting customer relationships. Build a complete view of every customer and every interaction, no matter how and when they engage. Empower your entire business to deliver exceptional customer experiences—from acquisition to retention—and everything in between.

Sources

1. "2020 Content Management & Strategy Survey," Content Marketing Institute, last accessed on January 31, 2021

2. "The State of Video Marketing 2021," Wyzowl, last accessed February 3, 2021

3. "The Forrester Tech Tide: Sales Technologies, Q1 2021," Forrester, last modified February 16, 2021 (Client login required)

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