



4 ways to step up your content creation game.

Create custom experiences faster.

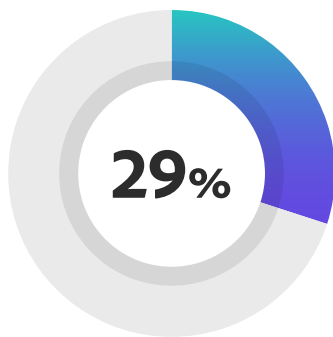
The image features a man in a dark jacket and white t-shirt, smiling as he works on a laptop. The scene is overlaid with several design and social media interface elements:

- Top Left:** A blue circular icon with a white document and pencil symbol, connected by a white line to a design asset.
- Design Asset (Left):** A white card with a blue header "WKND" and a sub-header "WKND_Logo_color.png". Below is a landscape image of a rocky shore with a lake and trees. Underneath the image, it says "IMAGE" and "Image Campaign Concept Design v2.png".
- Bottom Center:** A blue button with a white globe icon and the text "Quick Publish".
- Right Side:** A social media post for "WKND" (2,897 followers). The post features the same landscape image and the text "WKND Adventures", "Browse our list of curated experiences and sign up for one when you're ready to explore.", and "Take a quick quiz, and find which travel destination match your expectations." Below the text are icons for "Like", "Comment", "Share", and "Send".

Content shapes the conversations you have with customers, deepens the relationships that develop, and steers the journeys that ultimately increase customer satisfaction and conversions. Every message you share and interaction you have with customers should be poignant, purposeful, and personal. That's the expectation anyway.

The reality is that creating and delivering meaningful experiences for the masses—moment by moment, channel by channel, and device to device—is a heavy lift for small, mid-sized, and enterprise businesses alike.

Consider the sheer volume and variety of content it takes to personalize every experience for every customer across multiple touchpoints—the web, mobile devices, apps, and other channels (even ones that don't exist yet).



of organizations say keeping up with demand for new content is their top business challenge.

Source: IDC

There's no time for manually tagging, cropping, and resizing assets. There's no need for complicated tech. And there's no sense in your IT teams having to handle every little update request. Not when you can craft seamless, custom experiences faster with a content management solution that takes care of your content needs at every stage—from planning to publishing to measuring performance.

This guide will explore how to create personalized content and deliver rich experiences at scale faster in four simple steps. And it'll introduce you to a content management solution that does the heavy lifting for you—so you can be at the top of your content creation game.

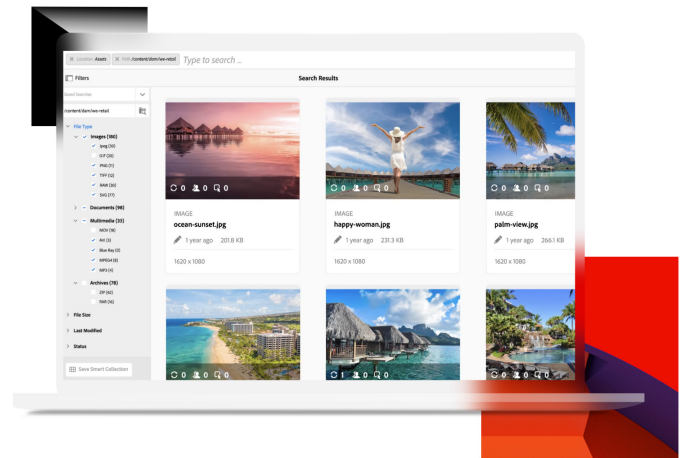
STEP 1

Keep assets in one place where they're easy to find and always up to date.

An intelligent digital asset management platform, or DAM, helps content creators avoid all the usual time-sucks:

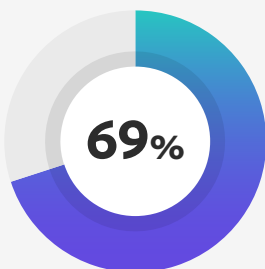
- Searching for content that hasn't been stored in the "right" place.
- Working off versions that aren't the most up to date.
- Redoing work because the original asset can't be found.
- Creating content that isn't consistent, brand compliant, or approved by legal.

You're likely familiar with the function of a DAM as the "single source of truth" where marketers and designers can find every piece of content that's ever been created for the brand. But DAMs don't do much good if assets get lost in the ether and you can't easily find what you need.



Experience Leaders keep content centralized.

Experience Leaders are companies that practice personalization at scale, delivering increased value to customers and their business by providing a personalized experience across every touchpoint.



69% of Experience Leaders improve content reuse by storing all content in a single DAM with robust search capabilities.

Source: Forrester

All assets must be tagged with the right metadata in order to be found. That's asset management 101. A DAM should let teams add metadata and tags manually as needed, but let's face it—manually tagging tens of thousands of assets is an impossible task...and a nonstarter for personalization.

The true value of a DAM is its intelligence and automation capabilities. With the help of artificial intelligence (AI), marketers can apply in-depth metadata to enrich assets and searchability. For instance, auto-tagging an image can be more specific—a “black car” becomes a “black SUV with silver wheels driving at night in Paris.” With this kind of intelligence on your side, assets become easier to find and use.

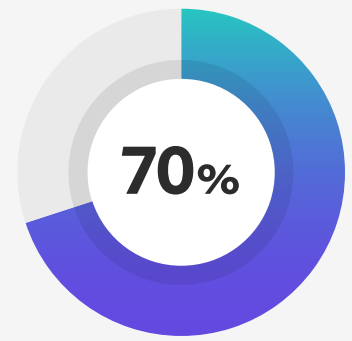
If you're aiming to increase content velocity and become a content-generating machine, you need a DAM that can automate time-stealing tasks and enrich assets with smart tagging and metadata. Marketers are then free to spend more time designing great experiences and building better customer relationships.

“ Implementing Adobe Experience Manager has revolutionized our process, and productivity has increased 40-fold. On the old platform, restructuring content would have taken a team two weeks. With Experience Manager, just two people can do the work in two hours.

Dave DeMaria

Corporate Vice President of Corporate Marketing
Synopsis

Experience Leaders lean into AI.



70% of Experience Leaders tag content with relevant metadata or attributes for personalization using a mix of manual and AI automation techniques.

Source: Forrester

Adobe in action.

Adobe Experience Manager is a content and digital asset management system that helps companies of all sizes get personalized, content-led experiences to market faster. Its DAM, Adobe Experience Manager Assets, organizes your content with flexible tags and folder hierarchies so you can find and use the most up-to-date, approved content and never have to manually duplicate existing content again.

STEP 2

Get “smart” and streamline content management.

A modern DAM goes beyond storing finished assets and supports the entire content lifecycle—as long as it fits into an integrated ecosystem. Your DAM should integrate seamlessly with your content management system (CMS), your work management platform, your product information system (PIM), and your creative software.



Experience Leaders know the value of integration.



76% of Experience Leaders use a unified work management tool to manage the creative production process.



77% of Experience Leaders provide their creative teams with a single place to manage assigned tasks, create content, and collaborate in real time natively in their design tools.

Source: Forrester

With a fully integrated DAM, you can centrally manage content collaboration between creative, marketing, and IT teams. That includes automating approvals and repetitive tasks across the entire content creation process—like automatically tagging, monitoring, and controlling every asset and notifying team members when it’s time for them to add their input.

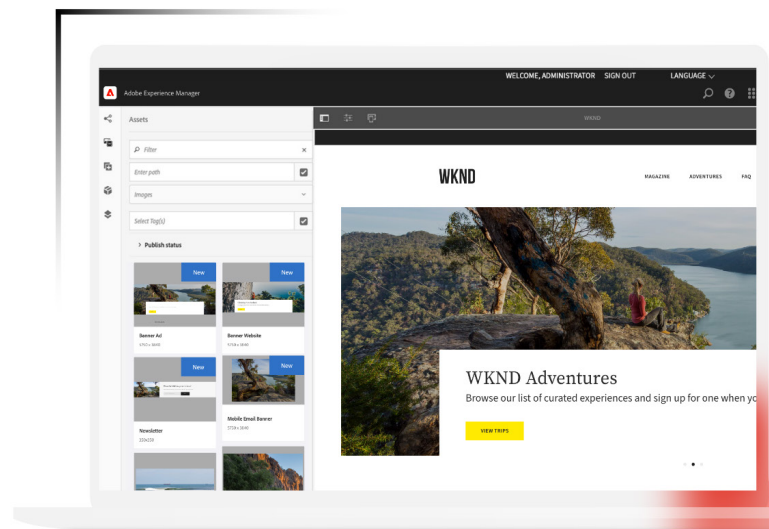
When reviews and approvals are fully managed and flow with ease across creative and marketing processes, production time is significantly reduced. Streamlining content collaboration also ensures compliance across your teams and across customer experiences.

Adobe in action.

With Experience Manager Assets, assets are quickly approved for use and optimized for reuse across channels. Reviewers can provide actionable feedback and compare versions side by side right in the DAM. And because Experience Manager Assets natively integrates with Adobe Workfront, Adobe Creative Cloud, and Experience Manager Sites, teams can collaborate without ever leaving their favorite tools.

Synopsys transformed its content creation process with Experience Manager. Creating or updating web content is as simple as dragging components from Experience Manager Assets into a template in Experience Manager Sites.

Marketers and content authors can create content without relying on developers or a centralized web team—so time to market is faster.



STEP 3

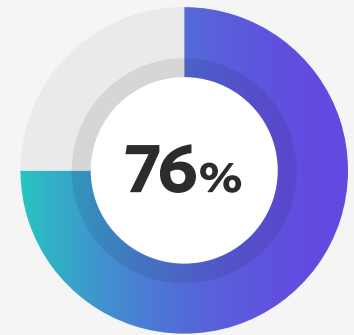
Personalize experiences for every single customer—even when you've got millions.

Digital journeys span a variety of devices, channels, and touchpoints, which means businesses today need technology that can support more than just content for the web. If you want to deliver personalized omnichannel experiences at scale, you'll need to pair your DAM with your CMS. And you'll want a CMS with intelligent content authoring tools that allow you to create custom experiences for your current channels, as well as emerging ones.

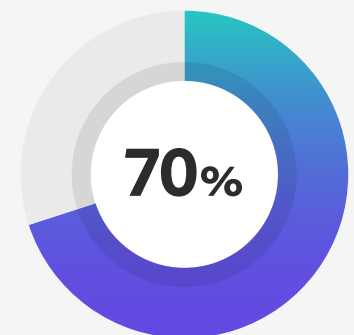
"Atomic content," also known as "modular content" or "atomization of content," is composable content that can be easily delivered in different combinations to different channels. It makes it possible for anyone—even team members without technical knowledge—to build pages and experiences in your CMS. A CMS with prebuilt templates makes it quick and easy to author a new web page.

You could also create different versions of an asset—like 15-second, 30-second, and 60-second videos—from the same content source. Then with the help of AI and machine learning (ML), you can intelligently assemble modular channel-specific content on the fly. Any new content experience will be published to all your channels simultaneously while adjusting to channel-specific specs.

Experience Leaders depend on atomic content.



of Experience Leaders intelligently automate assembly of modular content to meet personalization needs.



of Experience Leaders automate rendering and localization of images for different devices, screen sizes, channels, and geographies.

You may have noticed many companies making the move toward a headless CMS. A headless or hybrid approach to content management lets developers and marketing teams create content once and reuse it across all channels and devices for faster, consistent, connected experiences. Because the front end—the “head”—is decoupled from the back end, developers and marketers can work simultaneously, making content creation at scale possible.

Adobe in action.

Adobe Experience Manager Sites is a flexible CMS with headless, traditional, and hybrid capabilities that accelerate content creation, management, and delivery of personalized experiences across any touchpoint. A hybrid CMS provides all the benefits of a headless CMS—plus the ability to use simple tools for managing and updating experiences. With Experience Manager Sites, content authors can quickly launch a new product, campaign, or microsite on any channel without needing to wait for developers to work on individual codebases. And developers can build experiences on their own frameworks.

“ We use Adobe Experience Manager as a headless CMS because it provides maximum flexibility and future-proofs our content. When we update one piece of content, it propagates changes across digital channels, helping us be even more agile and give customers access to the latest news and deals from Boots.

Fiona Brown

Head of Digital Transformation

Boots.com

STEP 4

Measure performance to optimize customer experiences and business outcomes.

Publishing isn't the last step to content creation. You've got to track how content performs on different channels and with different audiences. Integration plays a role in this step too. When your DAM and CMS are unified, you can speed up content creation, track performance, and lower costs by reusing assets.

When you can see these insights on one intuitive dashboard, it's much easier to tie them to your larger business goals, like converting customers or measuring return on investment (ROI). You'll know how to improve the assets that aren't resonating with customers. And you can recycle and refine the assets that are performing well. That's what's called a content-data loop.

“ Adobe Experience Manager improves our speed and consistency. We can spend less time managing content and more time polishing marketing campaigns, testing the customer journey, and improving site performance—all of which helps us to give our customers a better digital experience.

Jasmine Lee
Chief Digital Officer
U Mobile

Unify your DAM and CMS and gather content insights like:

- How customers interact with your content
- How engagement changes on different channels and devices
- What content does the best with which audiences

Adobe in action.

Experience Manager integrates with a variety of analytics tools like Adobe Analytics and Adobe Target so you can see how the personalized experiences you're creating are being received by your customers. Seamless integrations between content and data let you determine the best offers, content, and experiences for each and every customer.

Prepare for the future—with Adobe.

As the digital landscape and metaverse expand and new channels emerge, content needs will inevitably increase. And while human creativity is irreplaceable, businesses will need to rely on AI and ML to take care of the more monotonous content creation tasks.

You'd do well to centralize your marketing and content creation processes and prepare for content automation at scale. That's where a unified DAM and CMS that integrate seamlessly with a future-proof digital experience platform come in.

Experience Manager simplifies your content creation, management, and delivery so your marketing team can go to market faster—and your customers always get a meaningful, consistent experience no matter what device or channel they're on.

Learn more about Adobe's content management solutions.

[Get started](#)

Sources

["Connecting the Digital Customer Journey,"](#) Adobe customer story for Boots, April 25, 2022.

["Digital-First Services for Mobile Consumers,"](#) Adobe customer story for U Mobile, August 24, 2022.

["From Silicon to Software,"](#) Adobe customer story for Synopsys, August 19, 2022.

Marci Maddox, ["Addressing Content Velocity with a Modern Content Management System,"](#) IDC, November 2021.

Nick Barber, ["The Forrester Wave™: Digital Asset Management For Customer Experience, Q1 2022,"](#) Forrester, February 16, 2022.

["Personalization At Scale: Bring Forth the Customer and Business Benefits of Experience Excellence,"](#) Forrester, September 2022.



Adobe, the Adobe logo, Creative Cloud, and Workfront are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

© 2023 Adobe. All rights reserved.