



2023 DIGITAL TRENDS—TAKE ACTION

Create a content cadence that works for you—and your customers.





Time flies.

It seems like just yesterday we published our annual *Digital Trends* report, diving into the opportunities of the new year. But now, as we continue moving into 2023, it's time to stop reading about trends and start putting them to the test.

This short guide is the first in our new series, designed to help you take a closer look at key trends and put them into action—so you can deliver on the promise of better customer experiences for all.

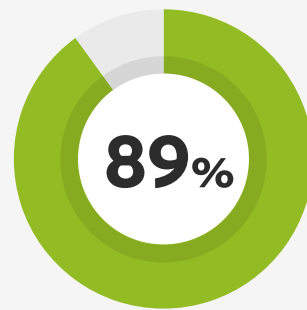
In this guide specifically, we'll be looking closer at the idea of finding the perfect beat for your business. In other words, tackling the challenge of creating and distributing content in the face of rising customer expectations by streamlining the way you plan, create, manage, and deploy content. We call this the **content supply chain**.



The demand for content is mounting.

Across all industries, customers have increasingly higher expectations when it comes to their experiences and interactions with brands. And core to these expectations is tailored, relevant content.

According to our *Digital Trends* report, **89%** of senior executives indicated that the demand for content has significantly increased over the last three years.



Beyond *Digital Trends*, we also partnered with Advanis and conducted a survey of over 2,500 customer experience professionals on the topic of content demand. Here are a couple telling results:

5X or greater

61% of respondents predicted **5 times or greater** growth in content demand through 2024.

Nearly 1/2

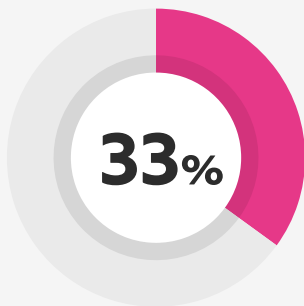
Nearly half of respondents said that customer expectations for personalized experiences are the top driver of growing content demand.

In short, people want content. Whether it's a funny social video, a product demo, or a monthly newsletter, customers are actively looking for ways to engage with your brand.

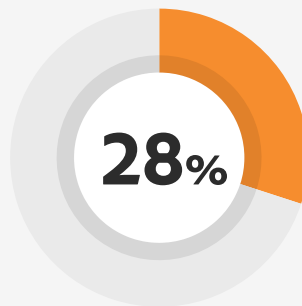
Inefficiency is the enemy.

The key to delivering the kinds of personalized experiences that resonate emotionally with customers—and exceed their expectations—is having the right content. But to have the amount of content on hand to meet demand, that content needs to be produced at warp speed. You can make this a reality by getting all your people, processes, and technology aligned. Then, you can translate insights into creative content, fuel collaboration across teams, and reduce inefficient administration and reviews.

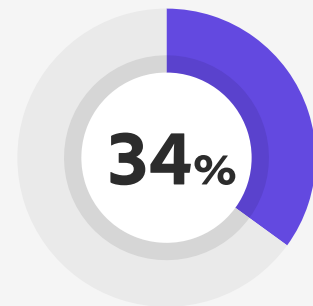
One interesting takeaway from the *2023 Digital Trends* research is that even though finding the perfect beat to plan, produce, and deliver is a priority, content operations aren't always working smoothly.



Only **33%** of practitioners consider their organization to be “good” or “very good” when planning, scoping, prioritizing, and assigning content tasks to achieve measurable outcomes.



Only **28%** of practitioners consider their organizations “good” or “very good” at delivering content, including deploying assets quickly, automating execution, personalizing content with data, and tracking insights.



Only **34%** of leaders consider their organizations “good” or “very good” at producing and streamlining content efforts, compared to 19% of laggards.

In this high-speed, high-stakes environment—with dozens of channels and hundreds of touchpoints—the demand for content is outpacing brands' ability to deliver it. But it's not just a demand challenge. It's a supply challenge too.

What is the content supply chain?

A content supply chain is the process that brings together people, tools, and workstreams to effectively plan, create, manage, and deliver content. Every company has one, but they may not use this exact terminology.



Planning

Centralize project intake into a single pipeline, prioritize it based on your strategies, and align budgets and plans accordingly.

Production

Follow your data to ensure completed work aligns with business goals, manage the review and approval workflow in your favorite tools, and store final assets in a single location for easy sharing.

Delivery

Integrate with campaign and measurement tools to deliver customer experiences and measure performance, all while connecting creative teams to performance metrics to inform future initiatives.

How to streamline the content supply chain.

We recently published [an in-depth take on content supply chains](#) and how to get one set up for your brand. Here are the three key steps you need to take to get started.

STEP 1

Optimize operations through streamlined planning.



1. Provide stakeholders with a complete view of planned projects. This will help marketing teams prioritize work, resources, and spending.



2. Embrace collaboration across functions at the planning stage by investing in a work management solution that empowers multiple stakeholders across the organization to provide input and feedback.



3. Centralize the creative brief, content versioning, and feedback workflow to get to production faster.

STEP 2

Boost efficiency in production with seamless workflows.



1. Automate repetitive formatting tasks with a unified asset management solution so your teams can accelerate output.



2. Manage workflows and reviews—and approve and finalize content faster—with a work management system that integrates with your creative tools.



3. Build artificial intelligence (AI) into your content workflows so you can create personalized content that's aligned with customer interests—all automatically and at scale.

STEP 3

Deliver assets and measure content efficiency.



1. Catalog, track, and locate assets by using a variety of useful tags within a central digital asset management system.



2. Move even faster with an asset management system that automatically tags, resizes images, manages version control, and avoids duplication across geos. Plus, you can help your creatives avoid additional, tedious tasks.



3. Using AI, automatically generate relevant content that adapts to customer location, interest, and action.

Tap into the trends to build your content supply chain.

Content demand is high. Customer expectations are even higher. And the trends show that there's still a huge opportunity for brands everywhere to meet—and even exceed—these demands.

If you haven't already, [check out our 2023 Digital Trends report](#) to get a more in-depth look at the trends that will define success this year.

And if you're ready to get started on revitalizing your content supply chain, we have the industry-best tools to help you on your way.

Read *Your Guide to Keeping the Content Supply Chain Flowing* to learn how we can help you plan, create, and deliver unforgettable content experiences to all your customers.

[Get the guide](#)

Sources

- 1 ["2023 Digital Trends: Experience Index,"](#) Econsultancy and Adobe, 2023.
- 2 Richard Whitehead, ["Demand for Content Shows No Sign of Slowing,"](#) Adobe Experience Cloud Blog, March 21, 2023.



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