Assess and accelerate your content velocity.

Answer six questions to discover your current content velocity— and how you can create more and better content with less cost and hassle.

These days, consumers and business buyers prefer to choose their own adventure. Instead of waiting to be led by a salesperson, 87% of buyers want to self-serve part or all of their buying journey, according to TrustRadius. Personalized, content-powered experiences are doing the work of sales reps—and they're doing it well. According to research by Twilio Segment, 60% of consumers say they will likely become repeat buyers after a personalized digital shopping experience with a retailer.

Getting the customer experience right matters. Companies that excel at personalization increase related revenues by 40% over more mediocre efforts, research by McKinsey & Company shows. But delivering great personalized experiences requires producing high volumes of digital assets at speed and at scale. Content velocity measures how much content a brand puts out in a defined time period. It's a metric that can help you assess the efficiency of your content efforts and identify opportunities to improve the entire process, from first draft to final deployment.

High content velocity is achieved when content creators, designers, and marketers work together to create assets, and then manage and publish them from a centralized location. When it's done well, it gets the right assets to the right audiences as quickly as possible, capitalizing on conversion opportunities and personalizing the experience at scale.
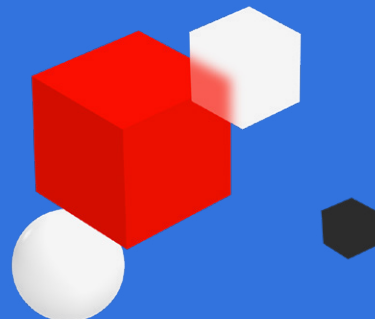
Answer the six questions in this diagnostic worksheet to assess your content velocity and discover how to create, manage, and deliver more—and better—content in less time.

1. What's your process for starting new content projects?

(Choose the answer that's closest to your team's current situation.)

A. Our marketing team discusses ideas over emails, meetings, or calls. Then our creative team gathers assets like images, video clips, and messaging. They put together a mockup, and the marketing team emails it around for feedback.

B. Our marketing manager emails the creative team a list of deliverables needed for upcoming campaigns and provides a SharePoint link or zipped folder of background materials and content briefs to use. The project manager uses a spreadsheet to track the project.

C. Our marketing team uses a workflow solution to announce upcoming priorities to the creative team. The creative brief and feedback are pegged to each project so the team won't have to search through email threads. The digital access management (DAM) system is also integrated with our design and work management tools, making it easy for the creative team to find, use, and update or repurpose relevant assets.

2. How do you store, search for, and provide access to different types of assets?

(Choose the answer that's closest to your team's current situation.)

A. We mainly just work with images and text—the content management system (CMS) only accommodates JPGs and PNGs. Our creative team keeps image and copy libraries on their hard drives. When they need source files from past projects that someone else worked on, they ask that person to email them the files. Sometimes we can't find source files or the images we used and have to re-create assets from scratch.

B. Our designers share links to the video and image assets they keep in the cloud—on SharePoint, Dropbox, Box.com, or another similar service—but not all users can access these drives. One project manager holds the messaging and brand guidelines while another is responsible for finalized content assets. Periodically, someone takes the time to remove duplications and clear out old folders. We've sometimes used unlicensed content because we don't have a way to check if rights are expired.

C. All critical users or teams involved in content creation and delivery have access to the content they need. Assets in our DAM system can be catalogued, tracked, and located by type. Finding videos, infographics, photos, and messaging is quick and efficient. The system automatically resizes images and manages version control. It can also identify content pieces in different languages or similar versions with different copy (to avoid duplication). Asset management is integrated with creative tools, our work management platform, and the CMS, making it simple and straightforward to create new content and upload to any channel.

3. How do you handle version control?

(Choose the answer that's closest to your team's current situation.)

A. When we need to update a content asset, we ask the designers to email us the most recent version. If more than one designer was involved, we don't always know which version is current.

B. The creative team checks a file-sharing system like SharePoint or Dropbox for the most recent files before starting an update or revision. We often have to double-check that whoever worked on it last moved all files from their desktop to the cloud.

C. The metadata in the DAM system handles version control—each version includes date and time stamps. Teams can access the most recent version of any file automatically. We've integrated our creative tools with the DAM system so our designers can quickly insert the most up-to-date versions without leaving their creative tools.

4. What role does AI play in content creation?

(Choose the answer that's closest to your team's current situation.)

A. We don't use artificial intelligence (AI) at all—every piece of content is manually created and categorized, from start to finish.

B. Our DAM system uses AI to generate metadata tags for our assets, but not to personalize content.

C. Our DAM system uses AI to help create personalized content that's aligned with customer interests—it automates the creation of multiple variations to support content delivery across channels. We also use AI to automate metadata creation, asset search (including visual search and remembering past searches), and version control.

5. How do you personalize content?

(Choose the answer that's closest to your team's current situation.)

A. Our process is tedious and doesn't scale: We manually personalize each content asset for our customers' interests—but we don't have enough insights about our customers to understand their interests well.

B. We know some of our customers' preferences, but personalization is too time-consuming. We can only allow our creative team to work on general-interest content assets.

C. Our AI automatically generates contextualized content that adapts to customers' locations, documented interests, and actions. We also use dynamic media to customize content for specific channels (online, mobile, digital signage, and so on) supporting the brand.
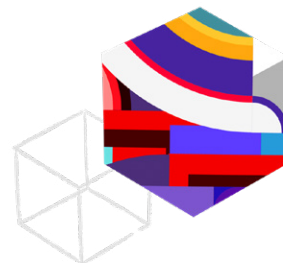
6. How do you manage and integrate dynamic media into the customer experience?

(Choose the answer that's closest to your team's current situation.)

A. We stick to text posts or JPGs (words on an image). Our creative team doesn't have the bandwidth to do much more than that.

B. Our file-sharing solution can house common file types like PDFs, JPGs, and text documents but has file size and type limitations and isn't integrated with our creative tools or digital channels.

C. Our DAM system allows us to develop, manage, and update multiple kinds of assets efficiently to support omnichannel delivery. We supplement our everyday content with fun pieces like dynamic infographics, interactive article designs, and automated chatbots. We can also incorporate AR, VR, and 3D content.

If your answers were mostly As, you're creating content at LOW VELOCITY.

Most processes are time- and labor-intensive. Assets are held in several repositories or must be requested before being used. Creative, workflow, and deployment tools are disjointed, do not communicate with each other, and may be out of date. Most content is limited to images and text and there is no overarching content-creation strategy.

Content velocity could be increased by eliminating data silos and integrating key solutions. Converting to an automated DAM system could quicken the content creation process while producing a better experience for customers. With approved templates and UI overlays, creative teams could speed up processes and incorporate dynamic media. Personalization of the customer experience would be manageable at scale.

> Read about how The Tile Shop manages more than 10,000 assets with its DAM and dynamically sizes them for desktop, mobile, and more.

If your answers were mostly Bs, you're creating content at MEDIUM VELOCITY.

Creative teams use basic project management tools like spreadsheets to facilitate processes. Assets are often stored in the cloud for easy sharing among teams, but there is little automation and no integration of tools. Version control is an ongoing issue.

An integrated DAM system would increase teams' ability to deliver engaging, high-quality content with rich media—across all channels, at scale, and in a timely manner. Version control could be handled automatically, leaving teams more time to focus on higher-ROI tasks and projects.

Check our DAM buyer's toolkit to get essential tips, tools, and checklists for selecting the right DAM solution.
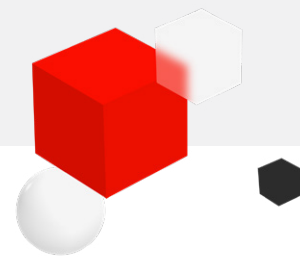
If your answers were mostly Cs, you're creating content at HIGH VELOCITY.

Approved assets are easy to find and deploy. Creative, workflow, and delivery tools are integrated. Content creation is fast and efficient while adhering to brand guidelines. Customers enjoy personalized digital experiences across platforms.

Teams enjoy a smooth workflow using an integrated set of tools. Automation and AI help make content that is personalized at scale—in real time. Management can easily view the results of individual content pieces and overall campaigns.

See how Adobe Experience Manager accelerates delivery of content, helps create greater value from your assets, and provides better agility and scale for your business.

Ready to create at HIGH VELOCITY? Adobe has the right tools.

Adobe Experience Manager Assets is an extensible and cloud-native DAM system built for today's fast-paced world of content creation. It helps you manage large asset libraries easily to support creation of personalized experiences at scale.

Adobe Experience Manager Assets Essentials offers a lightweight, out-of-the-box solution with a simplified user experience to get teams started quickly with digital asset management.

Adobe Experience Manager Sites offers a scalable, agile, AI-powered content management system. You get robust tools for deploying personalized experiences in a secure and cloud-native environment.

Adobe Workfront helps teams plan, collaborate, and execute projects in an environment designed to handle even complex workflows, from strategy to deployment.

Sources

1   "Announcing the State of Personalization 2021," Twilio Segment, June 1, 2021.

2   "The 2021 B2B Buying Disconnect," TrustRadius, November 10, 2020.

3   "The Value of Getting Personalization Right—or Wrong—Is Multiplying," McKinsey & Company, November 12, 2021.