



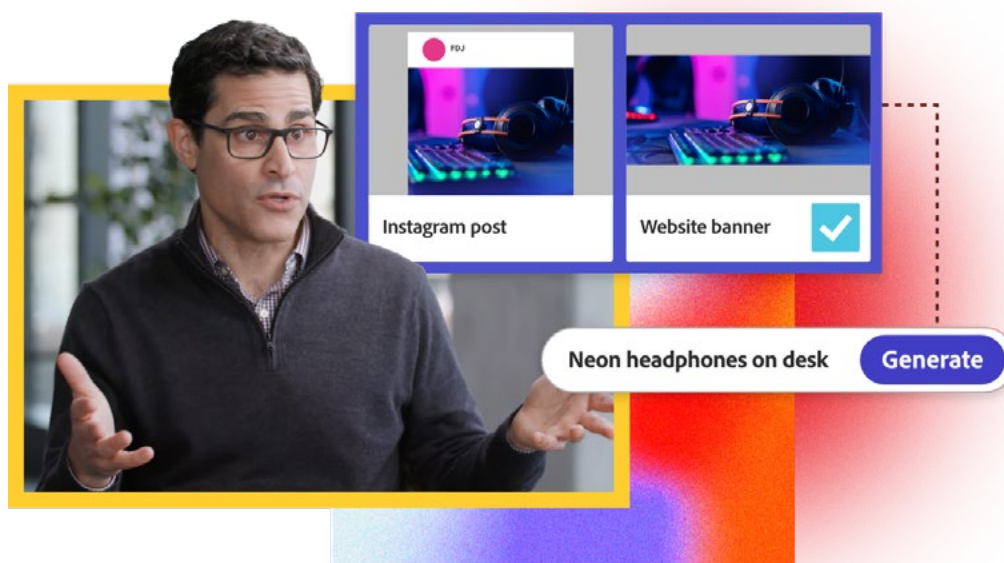
DEMAND ARTICLE

# Content supply chain done right— how to accelerate quality and meet growing demand.

We're living in a digital-first world. This means that today's organizations are confronted by an ever-increasing demand for content. A recent [Adobe 2023 Digital Trends report](#) revealed that 89% of senior executives indicated that the demand for content has significantly increased over the last three years.

Keeping up with ever-growing demands for high-quality, highly personalized content across a variety of markets, formats, and channels is no small task, and it can be daunting for even the most seasoned organizations.

But there's good news—a well-designed and soundly implemented content supply chain can do wonders for content creation and delivery at scale. Connected processes, powerful integrations, and time-saving automation deliver far smoother and faster content experiences for businesses and their customers.



In this article, Heather Freeland, chief brand officer and vice president of marketing at Adobe, and Ken Reisman, vice president of digital strategy and solutions at Adobe, share their expertise—Freeland speaks from her experience in marketing leadership, and Reisman draws from his conversations with Adobe customers. The two discuss what makes a fully functional content supply chain, why a healthy one is imperative for today's high-performing organizations, and what leaders should keep top of mind to map a successful, end-to-end content strategy, creation, and delivery system.

## The content supply chain— empowering personalization at scale

"Content supply chain" is a relatively new term in the world of digital marketing. "Simply put, a content supply chain is the end-to-end process that companies use to plan, create, deliver, and analyze content," says Reisman.

Personalization is a key ingredient to building trust, and it improves every metric of customer engagement from satisfaction to sales. "Great content is at the heart of personalization," says Reisman. "A content supply chain presents an emergent opportunity around really creating true one-to-one personalization—the ability to create assets that truly reflect the brand's identity and communicate in a very personal way with each consumer."

True personalization also requires a massive amount of content. "We're seeing content needs literally growing at an exponential pace," Reisman says. "If you think about all of the different content needs to support different campaigns, different media types, different channels, and different languages for localization, it can easily be millions of assets for an enterprise to support personalization."

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**Ken Reisman**

Vice President of Digital Strategy and Solutions at Adobe

Reisman says that the challenge of scale is significant for today's organizations. "In the past, companies have been able to throw money or people at the problem. But that's really becoming untenable because of the exponential increase—so something has to change."

## Not all content supply chains are created equal

Freeland and Reisman underscore that an organization's ability to scale content creation in order to meet these rapidly increasing demands is crucial. When processes are broken, manual, or unoptimized, efficiency and scalability take a hit.

Time-intensive searches, disorganized stakeholder reviews, and access and app-switching issues drain precious resources. "In a fast-paced organization, content processes can break over time as you scale," says Freeland. Reisman agrees. "When processes are broken, people shuffle between different applications and waste time on manual steps and administrative tasks that could otherwise be avoided with intelligent automation."

These common inefficiencies can amount to painful losses when you add up late time to market, lost revenue, and diminished creative quality.

## Powerful processes and tools do the heavy lifting

A streamlined, automated content supply chain can solve these efficiency issues at every touchpoint, empowering employees to work in their areas of strength. "A smooth content supply chain keeps the creative teams and marketers in that creative zone where they're doing their best work," says Reisman.

Putting a smooth, efficient content supply chain into place doesn't need to be arduous. Freeland and Reisman say that a cohesive process framework and the right tools are all you need to see significant improvements.

Taking an honest look at the status quo is the first step. "You might need to take a step back, reset, and really rethink all of your processes and the tools," Freeland says.

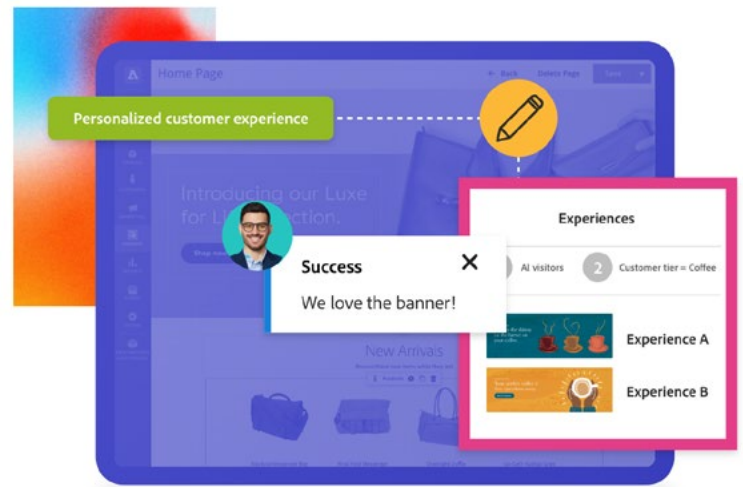
"Start with getting different teams on the same page with respect to how they're going to initiate campaigns, how they're going to work off a common system," Reisman adds.

A vital second element for transformation of the content supply process is powerful technology. The right technology drives the efficiency organizations need to create high-impact content at scale. “You need the right tools to keep up with the personalization that customers are demanding right now,” says Freeland.

## Signs of a content supply chain done right

When a content supply chain works as it should, workflows are unblocked and streamlined.

Reisman outlines this recipe for content supply chain success. It starts with planning to “align every step of the process including marketing strategy, campaign brief creation, defining the content requirements, and selecting the creative teams to do the work,” Reisman says.



At the content production stage of the supply chain, a high-performing work management tool is needed to fully support operations. Teams need to be aligned around common business processes supported by a common work management system in order to create creative briefs and define campaign requirements. This coordinated approach allows teams to “seamlessly take in requirements, locate the assets they need to do their job, and then easily deliver on those requirements,” Reisman says.

A common asset repository is essential for this kind of smooth workflow. Unnecessary searching and rework are eliminated when assets are tagged and stored in an accessible, centralized repository. When it's time for asset creation of any kind, for campaigns in any region, content is easily accessible and ready to deliver globally.

Reisman says the final element of a powerful content supply chain is analytics. After millions of dollars spent on content creation, it's essential to know which assets are performing and how to get the most impact for budget. “Once you have the data,

once your campaigns and content are tagged appropriately, you have all the instrumentation you need to enable really effective media mixed marketing, modeling, and planning,” he says. “You can make intelligent decisions about how to spend your campaign dollars.”

These process improvements can create transformative improvements in the quality, speed, and efficiency of content. But even positive change requires the watchful eye of leadership in order to be sustainable. “You need to get people on board with what change can mean for them,” says Freeland. “Make sure they understand the benefits to both themselves and the output to the customer—that’s key to making all these things stick and really take root in an organization.”

## The next frontier—the power of AI

For marketers and creatives alike, delivering on the promise of high-value, personalized content at scale requires innovative approaches—and that’s where generative artificial intelligence (AI) comes in. “You can’t really talk about content at scale without generative AI,” says Reisman. “It’s a massively transformational technology and will totally transform what we even think of as a content supply chain.”

[Generative AI](#) will allow teams to do exceptional creative work much more quickly. Freeland emphasizes that this AI-enabled ability to create, ideate, and iterate faster will enhance rather than inhibit creativity. “These innovative workflows let creatives be more creative by taking some of the more mundane tasks off their plate.”

AI engines can also provide powerful marketing insights by intelligently collecting, aggregating, and analyzing customer data. Data-informed insight translates directly into dollars, allowing companies to determine the most efficient avenue for their content marketing spend. “This insight is critical—it enables effective media marketing and modeling and helps organizations make intelligent decisions at the campaign planning stage,” says Reisman.

## New horizons of creative content generation

Freeland and Reisman continue to do a lot of thinking about how organizations can scale and employ new tools and technologies to put high-value creative work front and center—and the future of content creation looks bright.

“I’m excited that all these resources are a part of our future,” Freeland says. “They’re going to enable us to scale content much further around the world and drive much more impact with the resources we already have. That’s pretty powerful.”

Implementing a content supply chain improves customer experiences—and improved customer experiences drive growth. Read [Your Guide to Keeping the Content Supply Chain Flowing](#) to learn how to optimize your own end-to-end content processes and deliver personalization in real time.

