The digital media content and the process of managing it are fast changing into a more business oriented and customer centric approach. Digital Transformations and advancements in content management practices have led to new ways of connecting with broader audiences. New possibilities of user interactions are being generated which has eventually placed customers in a very central role.

In a broader sense content available in digital media is for customers and their experiences. Improvements in Analytics, Collaboration, and Mobility have paved the way for intelligent systems capable of engaging customers, partners and employees in much better ways. Content in digital media is centred on technology, business, and customer. It is of huge importance that technology understands the business needs and evolves with the fast changing business and customer demands.

Having quality content displayed over its digital media can help an organisation achieve significant benefits ranging from brand awareness, lead generation to sales and customer evangelism.

Organisations need to have a content strategy. Gartner predicts that by the end of 2017, over 90% organisations will regard their content strategy as a mission-critical component for their success in the digital media. Having a verbal strategy is a great first step. But research shows that those with a documented strategy have shown more effectiveness in terms of their marketing abilities. Content marketers are creating more content than they had created one year back. Tracking and measuring ROI is important. Measuring it has been a challenging task so far for most organisations. Research by Content Marketing Institute reveals that many organisations have some kind of a content strategy but it is not clearly documented within the organisation. For both B2B and B2C organisations, it stands at over 40%.
There are many ways for presenting content over digital media. There have been a couple of tactics which has been popular among the content marketers.
Content Management is changing. Businesses are dropping the channel first mentality and have started giving importance to customer experiences. The convergence of social, mobile, analytics and cloud in future holds the key to creating a value proposition in the global markets.

New technologies are playing a huge role in the digital content landscape. Digitalization has become a strategic imperative. Customer-centric thinking is going to play an essential part in achieving organization goals. It's not too far away when content management will not be limited to creating web pages but in delivering a total digital experience. The complexities involved in creating such digital experiences will lead the business leaders to treat content management less as a silo and more as a useful component in the broader solution landscape.

Social, mobile, analytics and cloud are the new trends that have enabled organisations to collaborate in better ways and are driving the business innovations. CIOs of a lot of organisations have agreed that implementing systems based on SMAC is on their priority lists. SMAC can create a system that will allow business to reach prospective customers with minimum overhead. Mobile devices, sensors, social media can create a huge proliferation of customer-generated data which can certainly provide an organisation with a competitive advantage. Social Media is providing new ways for customer interaction while advanced mobility is changing the way people communicate. Analytics is giving insights to a business to understand better and cloud-based services are allowing business to consume data and technology on the go and respond quickly to market dynamics and solve business problems. Their convergence is proving to be a disruptive force in the ways content management is practised today and in most likely circumstances organisations embracing it will enjoy a fair amount of edge and flexibility with their content strategies.

SMAC based content management systems are proving to be a disruptive force.
Content Management over digital media has already started witnessing the change. Organisations have been using multiple channels for delivering content making the traditional web a smaller subset of the much greater potential. Vendors offering content management solutions run the greater risk of fading into obscurity if they are not able to relate their solutions into a larger landscape with digital personalisation, data management platform and marketing automation.

Customer centricity is an expression of intent, a culture that most organisations will need to develop. We have already seen the turning point. The customer focus has morphed from a nice to have to a need of the hour for most organisations. There has been a huge shift from targeting companies to targeting individuals within audience segments. Many are embracing this opportunity of pre-emptive customer interaction and act on these developments. All such developments will lead to more complexity as an absolute certainty. Organisations will need to avoid complexity that is unnecessary but should be ready to work with this additional complexity if found useful in generating business.

Traditionally, web content management was considered the backbone of an organisation’s content strategy. It used to ensure the availability of content while keeping it accurate and up to date. However, the situation will not be this simple in another few years. As possibilities increase, business leaders will need to adopt a fresh perspective on the new boundaries and how their content strategy can perform symbiotically with diverse technologies, services and information sources. CRM, marketing tools and analytics platforms used in an organisation can be some examples of such services and information sources. This shift in the perspective will, therefore, drive an organisation to view the related processes, governance models and source initiatives from different areas to achieve the desired value from the resultant solution.
A study by CMO Council has shown interesting facts and points to the importance of visuals in digital media content. Coloured visuals will increase willingness to engage with content by over 80%. Similarly, a content tagged with relevant images can get 94% more views than content without a relevant image. A large number of senior marketing executives have said that visual assets including pictures, illustrations, infographics, and videos are critical to their ways of communicating a brand story.

Visual assets are useful in a variety of purposes. It can present a key theme as a critical component of storytelling. It adds to the level of excitement that helps in capturing the attention of customers. It is also used to showcase an organisation’s products or innovations in a clear and quick manner. Hence for good reasons many marketers believes that success of their future content strategy lies in creation or acquisition of compelling visual assets.

A majority of the marketing professionals worldwide has agreed to the fact that content represented by video can help in getting the best ROI. Customers who view videos are more likely to purchase a product or service than a non-viewer. Research shows that simply using the word video in email campaigns can boost the click-through rates and reduce unsubscribes. This is of absolute certainty that online video is fundamental in the future ways of content consumption. It can be a huge mistake on the part of organisations which are still tending to ignore this reality. Videos, unlike words or pictures, possess an unparalleled power to combine sound, dialogue and vision. This brings the stories alive and creates an emotional appeal to the viewer, something which is seen as an essential component in building a brand identity.

With the launch of a couple of live video streaming platforms in the past few months like Facebook Mentions, Meerkat, Blab, Periscope the trend is clear that the content delivery through video channels is soon going to have their primetime. A study by Brafton indicates that over 70% brands say that video has been most effective for them for content marketing.

<table>
<thead>
<tr>
<th>Photography</th>
<th>Video</th>
<th>Infographics</th>
<th>Illustrations</th>
</tr>
</thead>
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<tr>
<td>Critical</td>
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<td>52%</td>
<td>57%</td>
</tr>
<tr>
<td>Important</td>
<td>47%</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>UnImportant</td>
<td>15%</td>
<td>4%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: CMO Council
User interfaces in any form are the first places where a customer hits. The future success of any organization lies in the abilities to create smarter and faster user interfaces that can adapt to situations. Self-optimizing landing pages hold the potential of providing superior abilities of dynamically changing content, reusing content blocks and personalizing sites specific to visitor segment. Text and Keyword analysis, A/B and multivariate testing will help organizations to identify what is driving the conversions and tweak the experiences wherever needed. Content Personalisation aimed at specific target segments will allow an organisation to reach local customers with better communication which will eventually help in improving conversions and scale up its operations.

The number of users using mobile and other smart devices in another few years will increase many folds as many studies have predicted. Hence, it will be important to provide an optimized mobile experience with the same functionality. Getting a mobile view will not only be about showing the content nicely into a smaller screen but providing a user with all options necessary to make decision there itself, so that a visitor doesn't move on to a competitor which might be luring at just a few clicks away. Implementing a responsive design at the core will hold the key with options to set up channels and edit user experience in real time.

### Popularity Index of content marketing formats

<table>
<thead>
<tr>
<th>Format</th>
<th>B2B</th>
<th>B2C</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBooks</td>
<td>28%</td>
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</tr>
<tr>
<td>Case Studies</td>
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<td>25%</td>
</tr>
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</tr>
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<td>44%</td>
</tr>
<tr>
<td>Videos</td>
<td>76%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Source: www.brafton.com
Content in digital media is not static, and neither the ways by which a customer might land into it. Guiding each visitor to reach their objective will be crucial for higher conversion rates and improved customer satisfaction. Millisecond does matter. Each search query by a visitor is an opportunity to know more about them. Following a visitor’s search and getting insights about their behaviour to identify the most popular searches, finding the queries that returned no results and all other related queries will help organizations in managing a highly tuned system that will be able to bring relevant information in the blink of an eye. Behavioural targeting and On-page analytics will also come into effective use. It will allow marketers to add valuable insights and context to their content creation process. Identifying the friction that is keeping visitors away and proactively optimizing the content over the digital channels will help organisations to adjust the pages for better conversion. An instant visualization of how visitors are interacting with campaigns will be useful in the process of measuring the micro and macro conversions on all media channels.
People visiting different platforms over digital media often speak about what they are looking for by their actions. The onus will be on the organisations to listen to them and turn it into business opportunities. Each visitor should be delivered with the right message. Personalization tools capable of tailoring content for the visitors and presenting them with contextualized information will make the impact. When organisations will look back at their content strategy in another few years, it’s for sure that they will not believe how static and impersonal it was. For all organisations looking to take the next leap, personalization will come as a natural step. Visitor engagement can be amplified to a greater extent with adaptive navigation. Whenever a visitor lands up on any channel, he will always be presented with the right content that he is looking for. This will keep the content updated and relevant at all times and help in visitor engagement and improve the chances of conversion. Dead ends for a visitor will be a thing of the past.

In most cases, a content strategy will be tied to the broadest business objectives. Tracking customer engagements and identifying the best performing campaigns on different channels will ease the job of the decision makers. Marketing automation with advanced capabilities will make the content strategy much more efficient over a manual process. The superior ability to gather contextual intelligence about the targeted audience like where they are, which device they are using or what may be looking for will help organisations in meeting the customer expectations. A unified digital platform will integrate all the marketing efforts and automate the task of demand generation. Sending personalized messages at targeted audience will be done automatically based on a prospect's interests, behaviours or responses in a better and coordinated manner.
Organisations will need to earn customer’s trust through social media. Social activity of a prospective customer can be considered as a natural extension of his thinking abilities. Hence, it is important to maintain a social presence with relevant content for organisations trying to get visitor’s attention. Tailored and personalized messages through multiple channels like Facebook, Twitter and LinkedIn will help in maximizing the effectiveness of a social communication.

Future success for many organisations will rely on their abilities to create consistent brand experience across any device. For those who will be able to deliver an Omni-channel digital experience will surely hold an advantage in driving the long-term growth.

Simply channelling the content to various social media outlets will no longer be enough. Collecting insights on which content is most effective on which platform will be important. Advanced tools and technologies for marketing automation, email marketing, and social relationship management will help in integrating the processes and ensure quality or rights before content is pushed to the social channels. Measuring the content popularity and analysing the channel’s effectiveness will be useful in getting a direct feedback on which content is performing well and what can be done to further improve on it.

Different social media channels that are popular today:
- Virtual World
- MMO
- Social Games
- Social Networks
- Forums
- Microblog
- Life-stream
- Live-cast

Omni-Channel Digital Experience
Aspire Systems is a global technology service firm serving as a trusted technology partner for its customers. The company works with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in Aspire’s specific areas of expertise. Aspire System’s services include Product Engineering, Enterprise Solutions, Independent Testing Services, Oracle Application Services and IT infrastructure & Application Support Services. The company currently has over 1,400 employees and over 100 customers globally. The company has a growing presence in the US, UK, Middle East and Europe. For the sixth time in a row, Aspire has been selected as one of India’s “Best Companies to Work For” by the the Great Place to Work® Institute, in partnership with The Economic Times.

References