

MediaValet

Content Operations: The Key to Scaling Your Digital Experience Practice in 2022.



PLANNING FOR THE DIFFERENT DIMENSIONS OF DIGITAL SCALE

Many companies are ambitious about their digital transformation and want to grow and scale, but most companies find true transformation to be impossible when trapped in an endless loop of perpetual website redesigns.

To fully realize their own ambitions, companies must leave the loop and move into a cycle of continuous scaling and improvement.

Gartner defines a DXP as "A digital experience platform (DXP) is an integrated set of core technologies that support the composition, management, delivery and optimization of contextualized digital experiences."



You've probably heard that a Digital Experience Platform (DXP) can give your organization the ability to deliver contextualized digital experiences to your audiences at scale. Having this platform offers a huge opportunity for moving towards a cycle of continuous improvement by providing you the tools and software needed to grow, but there's a lot more to it than just buying new technology.

While digital experience technology is important, it's even more important to build an internal digital practice to make the most of these technology investments. With content being at the heart of all engaging digital experiences, it's essential for all organizations to focus on leveling up their content operations and put strategic focus on the three main dimensions of digital content scale.

1. Stakeholders' needs:

The ability to meet the needs of all your different stakeholders across your organization.

2. Delighting customers:

The ability to positively engage your customers across all of your brand's digital touchpoints.

3. Growth: today and into the future:

The ability for your content practice to meet the current and future demands of your business as it grows.

WHAT IS A DIGITAL PRACTICE?

When defining the idea of a Digital Practice, it might be easy to assume that this is a practice that lives in the realm of technical architects and developers. At FFW, we think of Digital Practice as a combination of experience, technology, and data.

While this certainly involves technology-focused IT and development teams, we're also including everyone involved with bringing your digital experience to life and getting your content delivered to customers.

This includes your marketing, design, product, and copywriting teams and can include various vendors and external support utilized to keep your digital ecosystem up and running. It's important to keep all these teams and individuals in mind when planning and making any decisions involving your DXP.

1. Stakeholders' needs

You need to focus on collaboration across your organization.

A collaborative Digital Practice is really about defining, creating, and scaling digital experiences together. Getting different departments, that might be siloed, to come together looking at requirements and goals, and taking what you've learned to drive engagement across your digital ecosystem.

Whether this engagement is tied directly to page visits, registrations, or any other metric, working together and learning from the results will ensure your digital practice continues to improve and can scale to future needs across your organization and the marketplace.

As mentioned earlier, there are probably more stakeholders involved in your DXP and internal Digital Practice than you'd expect. But you need to involve these teams and meet their needs if you want to be successful in the implementation and ongoing success of any DXP. One team or one department is not going to be able to achieve the scale and growth you need to be successful. This collaboration has to be intentional and deliberate, it will not happen on its own.

Understanding these needs will lead to a platform strategy focused on implementing the right software tools that meet the needs of every team involved in your Digital Practice. Digital Asset Management (DAM) tools such as [MediaValet](#) will centralize your digital assets in one location while allowing specific controls over access, editing, distribution, and publishing.

Content management platforms take this another step further by allowing teams to assemble this content and distribute it across any digital touchpoints in the right format, size, and medium. Including different teams in these discussions makes sure everyone's needs are being met, everyone can access these tools appropriately, and they're implemented correctly from the start.

2. Delighting Customers

You need to meet and impress customers
no matter where they are

Incorporating personalization and customized experiences into your digital strategy isn't just a best practice, in 2022 it's table stakes for any successful business. By setting up the right content operations processes and tools, you can ensure each customer receives their personalized experience with the appropriate content (in the right format) regardless of how they connect.

In 2022, you won't be sure whether your customers will attempt to connect with you on a standard screen, smart speaker, or even in VR. Because of this, it's essential to set up your content in a way that can scale across any format, regardless of whether the platform currently exists. We all know personalized connection is required for success, make sure your systems are set up in a way that can adapt to future technologies and formats.

By having strong content operations, utilizing DAM tools like [MediaValet](#) and content management platforms, you can experience the benefits of brand consistency, further delighting customers and delivering the correct content across platforms and touchpoints. This discipline is particularly important in an omnichannel world with customers looking to interact on different platforms on different devices.

3. Scalability and growth

Your solution needs to scale across your organization to meet your company's goals and your future plans and roadmap

At FFW, we are always talking about scalability. It's because we've seen too many companies act hastily and dedicate themselves to a particular DXP or software solution that wasn't able to grow with their internal and external business needs. It can be tempting to select a smaller or more limiting solution thinking it's going to be temporary, but this often causes headaches, not to mention high costs, down the road.

You want to get out of the loop of "waiting for the next website redesign" and move into a cycle of continuous scale and improvement. Defining your content operations in a way that allows for change, adaptation, and growth is a major factor in moving to the continuous scale mindset. This is the same whether you're a small company or a multinational corporation.

We often advocate creating an experience that's modular, allowing you to streamline updates and be more agile without completely recreating your platform every couple of years. It allows you to keep the things that are working great, while improving areas that aren't working as well. Streamlining the customer experience regardless of where you're engaging them and what the touchpoint is.

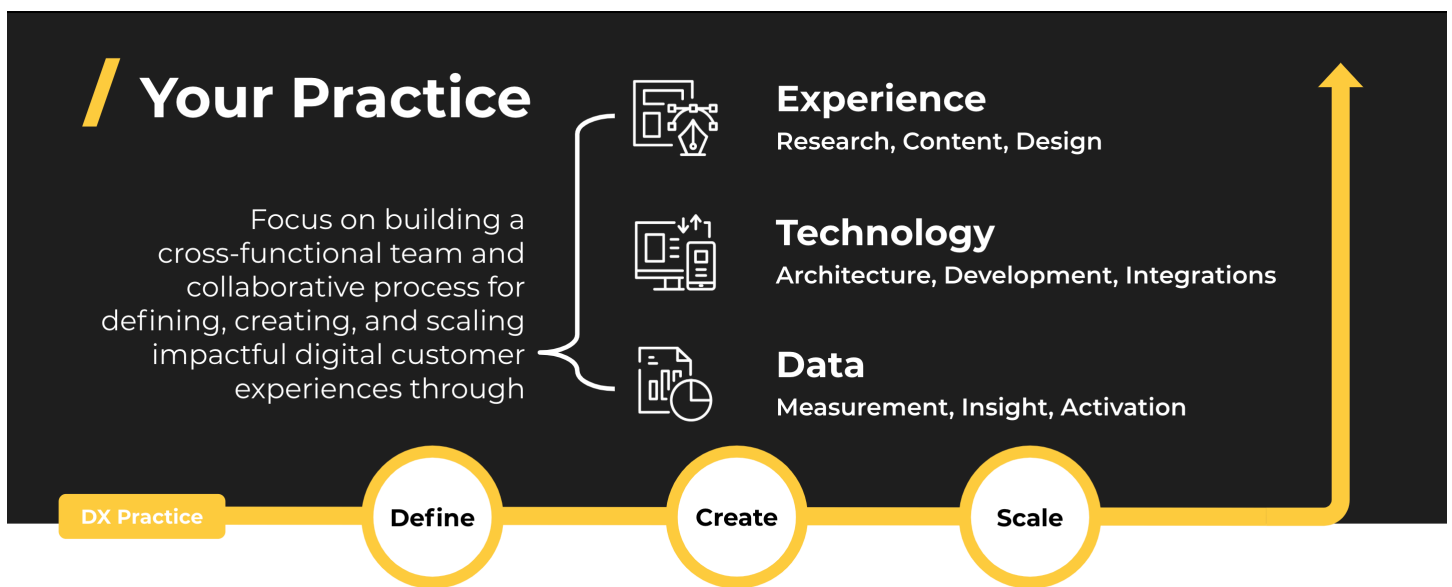
WHAT NOW?

Now that we've covered all this, we encourage you to look at your own digital practice.

- Are you forging the right collaborative partnerships inside and outside your organization in order to effectively define, create, and scale together?
- How are you striving for scale?
- How are you achieving or not achieving scale?
- What are some of the areas for improvement?

Focus on building a cross-functional team that incorporates Experience Design, Technology, and Data/Analytics.

Remember that success at scale means enabling your stakeholders to do their jobs better by providing **information, interaction, and inspiration.**



For help with scaling your organization's digital practice, or even implementing a digital practice in the first place, [contact FFW](#). Our strategy team, working closely with digital partners like MediaValet, can help guide your organization through the necessary steps for optimizing your digital practice, properly employing a DXP, and setting up content operations processes to ensure both your organization's and clients' needs are met no matter how large you grow.

ABOUT FFW

FFW is a digital agency and global leader in developing high-impact digital experience platforms, trusted by many of the world's most notable organizations to maximize the impact of their digital tools and properties, and empower long-lasting digital success.

As experts in scaling digital experience platforms (DXP) we empower companies to manage their websites and other digital properties efficiently and strategically, for both today's requirements and the needs of the future. FFW has locations spanning 17 time zones across the globe, with North American headquarters in the New York metro area.

Learn more about FFW at

www.ffwagency.com.

The logo for MediaValet, consisting of the word 'mediavalet' in a white, lowercase, sans-serif font centered on a solid blue rectangular background.

mediavalet

ABOUT MEDIAVALET

MediaValet is a leading provider of cloudbased digital asset management software that helps enterprise marketing, communication, engineering, industrial design, video production, and creative teams easily create, manage, collaborate on, and distribute their digital assets, improving productivity, reducing costs, increasing the ROI on marketing, education, training and product spend. With unlimited users, support, and training, teams worldwide can access the assets they need, whenever and wherever they need them.

Learn more about MediaValet at www.mediavalet.com