bynder

The content experience: Using content to drive growth in a down economy

How to get your content tech stack to deliver ROI in 2023

"Content experiences should be the heart and soul of every brand's marketing strategy. Cutting-edge technology, talented individuals, and well-oiled production processes can turn fledgling brands into viral powerhouses. Uniting siloed teams, creating emotive content experiences and enabling your brand to truly thrive is going to be the keystone in bridging uncertain economic times."

Warren Daniels
CMO at Bynder

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An impressive website, flawless customer service, and an excellent product offering used to be enough for a brand to thrive and beat away any ambitious competitors.

Now?

It wouldn't even get you off the starting blocks.

The pandemic turbo-charged a seismic shift in buyer behavior to lean towards an online-only retail experience, with many brands scrambling up an ever-steeper slope to try and gain ground. As the pandemic took a wrecking ball to finely-tuned campaigns and activations, brands had to face the ugly truth about the lack of synergy between the people, processes, and technology.

And now, in 2023, the economy finds itself in a difficult position. For brands, that means trying to do more with a lot less. And for prospects, it means being much more careful with where to spend money.
This creates a unique situation, with already radically different buying behavior accelerated by a historical global event combined with a period of reduced purchasing power.

29%

Only 29% of people feel that brands provide a seamless online experience.

On top of a truly whirlwind two years, there's more than 'just' a pandemic for brands to contend with. We live in an unprecedented era of digital acceleration that demands respect from well-established brands, grassroots organizations, and everything in between. Brands that genuinely want to stand out, rubber-seal their worthiness with their target audience and establish a healthy revenue stream have learned to grasp the digital acceleration bull by the horns and rodeo it into first place.

But wild west antics aside, metaphors aren't the answer. So what is?

Engaging, nurturing, and retaining a loyal customer base all comes down to one, shiny answer: Content experiences.

There's never been a higher demand for powerful, immersive content experiences. In fact, 88% of consumers say that the experience a brand provides is crucial, and actually just as important as the products they offer when making a purchase.

Apparently, consumers are no longer content (excuse the pun here) with content. Prospective customers and those looking to extend their relationship with a brand want to be immersed in a story, enchanted by a narrative, and experience a personalized, bespoke storyboard that makes them feel valued. Brands face the challenge of creating that experience consistently across an ever-changing number of touchpoints at scale and quicker than the competition.

2023 is going to be a period of economic uncertainty across the globe, and organizations will need to do more, and achieve more, with less.

90%

Almost 90% of surveyed professionals expect their customers to judge their brand off digital content alone

As uncertain as the world may be, it's a reality that competition will get even more fierce. Brands can't afford to neglect existing campaigns or not launch a new one. Consumers will be thirsty for engagement and excitement to refine and reassure them of their next purchasing decision, no matter how far ahead in the future that may be.
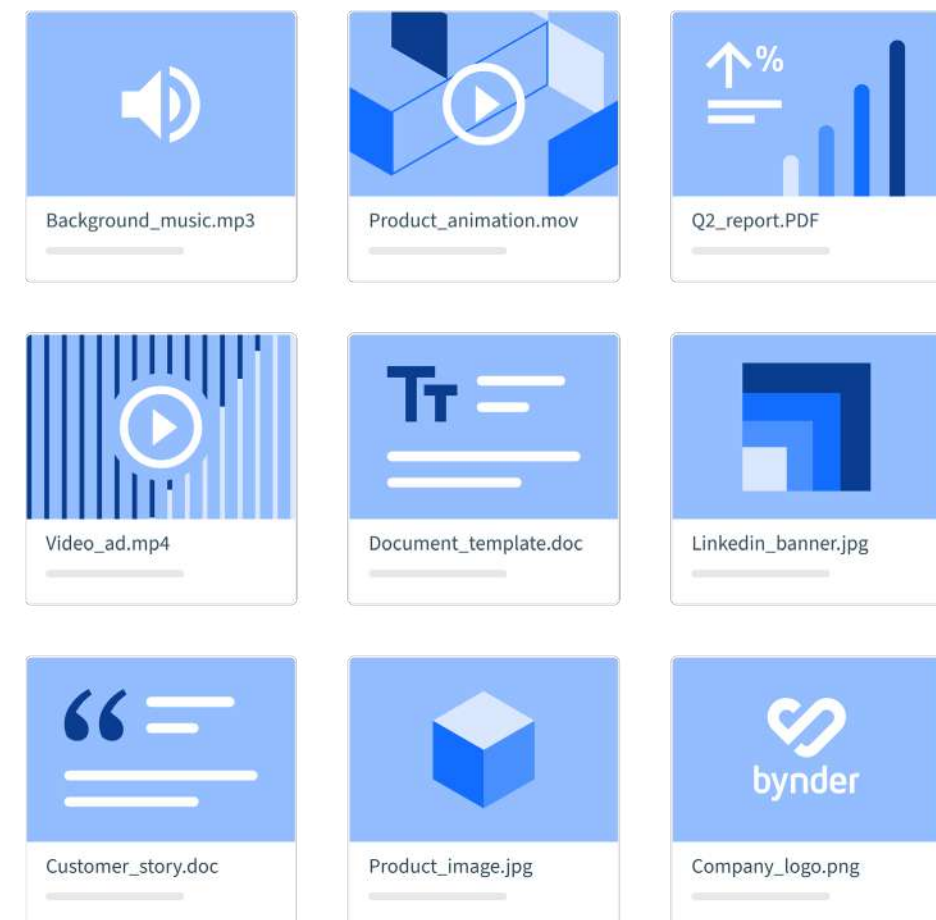
The phrase 'do more with less' will be the mantra cross-industry for 2023, with brands refining almost everything except their ambition and determination. And this is where tech (led by digital asset management) comes in.

Yes, the infamous tech stacks, which notoriously always sound expensive on the surface, aren't just poised to be a buoyancy aid for brands, but one with a rocket booster included that can take them to new heights when the time is right. Why? A well-refined and well-researched tech stack (regardless of how bare-bones) doesn't just facilitate content production, storage, and distribution; it becomes an integral part of creating exceptional content experiences.

It's inevitable that during a downturn, marketers are going to be up against it in trying to maximize results with a hamstrung budget. Tighter deadlines, stricter

spending, an ever-increasing demand for content and a pressurized atmosphere within a business can make it easy for marketers to burn out and simply be unable to meet demand. It's understandable, after all we're only human!

Marketers are faced with a sobering thought; Creating more content than ever before with the same (or often less) resources as before. Of course, this content then needs to be personalized, localized, and optimized to be effective and to see a return on investment. Strategic use of tech can empower marketers with the tools they need to create engaging content experiences without needing to sink a huge amount of time, budget, and effort into creating a localized and immersive end product.

Background_music.mp3

Product_animation.mov

Q2_report.PDF

Video_ad.mp4

Document_template.doc

Linkedin_banner.jpg

Customer_story.doc

Product_image.jpg

Company_logo.png

01

The foundation of content experiences: Strategic DAM

Digital Asset Management (DAM)

Digital Asset Management is a platform that offers a single source of truth for organizations to store and manage branded assets.
Leading DAM solutions offer a plethora of integrations and modules to create an all-in-one digital marketing solution. These integrations and modules combine to offer DAM on a strategic level.

We touched briefly on strategic DAM in the previous section, but there's so much more that needs to be said. So instead of dipping our toe, let's dive right in.

Strategic DAM is more than an impressive phrase; it's the evolution of DAM as a single source of truth, taking a tried-and-tested platform and strapping powerful integrated software to it. Whether that's design and distribution suites or analytical tools, strategic DAM creates an integrated, connected ecosystem at the heart of a brand's tech stack.

The demand for content at scale positions marketers and teams in a precarious position of juggling quality and quantity while trying to drive engagement and sales. The huge issue here is that it becomes an impossible scenario when every minute detail needs to be fine-combed by stakeholders who are also responsible for other mission-critical tasks.

And it's precisely here that strategic DAM sweeps into the picture and brings order to proceedings (and a sense of peace to stakeholders brand-wide). Here's why:

Strategic DAM acts as a central hub, aligning a brand's assets into a central repository. This repository can then be linked through a branching network of integrations and applications to create a connected ecosystem to streamline production processes and scale content output.

The deployment of strategic DAM overcomes four major challenges that brands are now facing:

INCREASED VOLUME

Volume has always been an issue when it comes to content creation. After all, if you could have content to cover every possible scenario, persona, buying stage (feel free to work your way through the marketing glossary here), then why wouldn't you?

In a down economy, it quickly becomes apparent how brutal external agencies, subscriptions to software and additional service costs can be to the budget of even the shrewdest marketing team.

When the purse strings get tighter, it raises the issue of meeting demand while having a finite (and continually smaller) stockpile of resources with which to do so.

Volume becomes not just mission-critical, but a quick way to burn through cash if processes and technology aren't aligned properly.
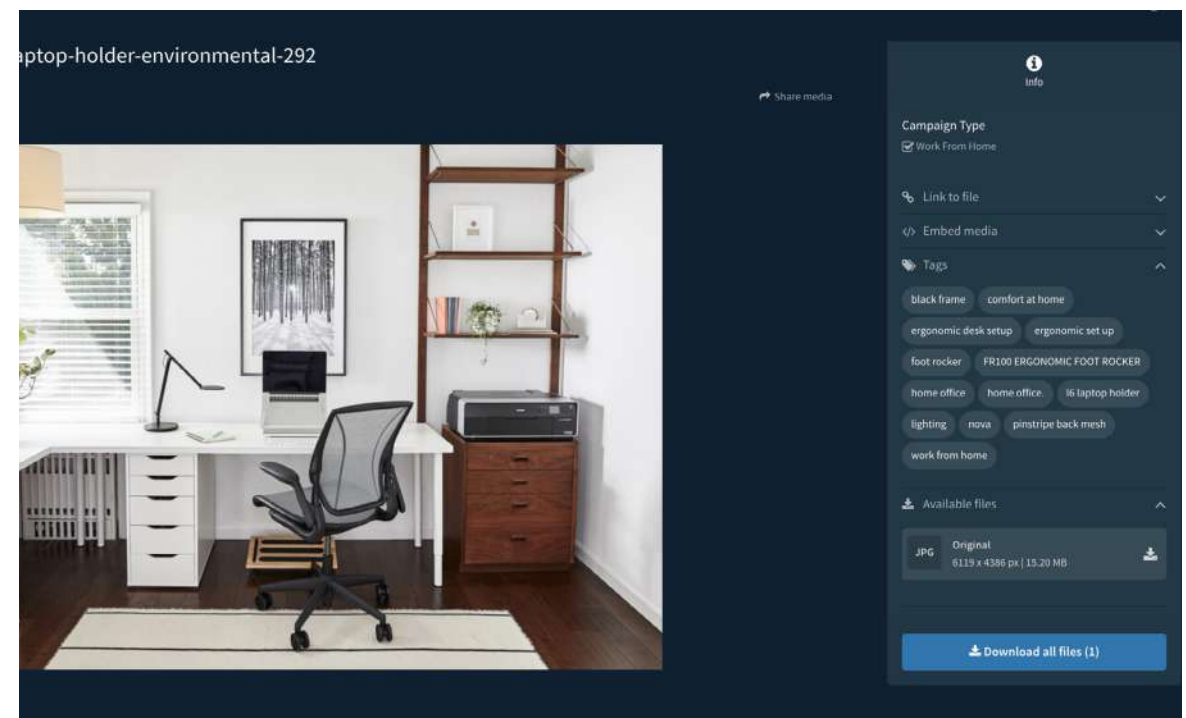
Watch how Humanscale conquered the big picture and united global teams with DAM

2023 will require brands to be serious about volume.

Strategic DAM acts as a single source of truth that functions enterprise-wide, empowering global teams to create, collaborate, and execute campaigns with laser precision.
A connected ecosystem of applications, rooted in a system of record like Bynder's DAM, enables the rapid delivery of assets from creatives to marketers, who can then push assets to customer touchpoints without needing to export or manually manipulate files.
With content creation, management, and distribution done all in-house, organizations can cut away their cash-sapping reliance on agencies to facilitate their content engine's thirst for new creative assets.

Instead, brands can give their own talent the platform and breathing room they need to create exciting, original concepts safe in the knowledge that the technology is in place to scale as the organization does.

Sunsweet growers launched their first-ever global campaign using Bynder's DAM

Thanks to the power of automation and templating through connected applications like **Dynamic Asset Transformation** and **Studio**, Bynder DAM users can eliminate per-cost content creation. Brands can invest time and resources into creating original content for a new campaign, promoting content reuse while simultaneously avoiding duplication.

Effective **content operations** combined with Bynder's DAM, allows brands to scale production without compromising quality. Brands can cut back on investing in new, original content and give stakeholders the freedom to reuse approved content, without worrying about the same assets hitting channels in the future.
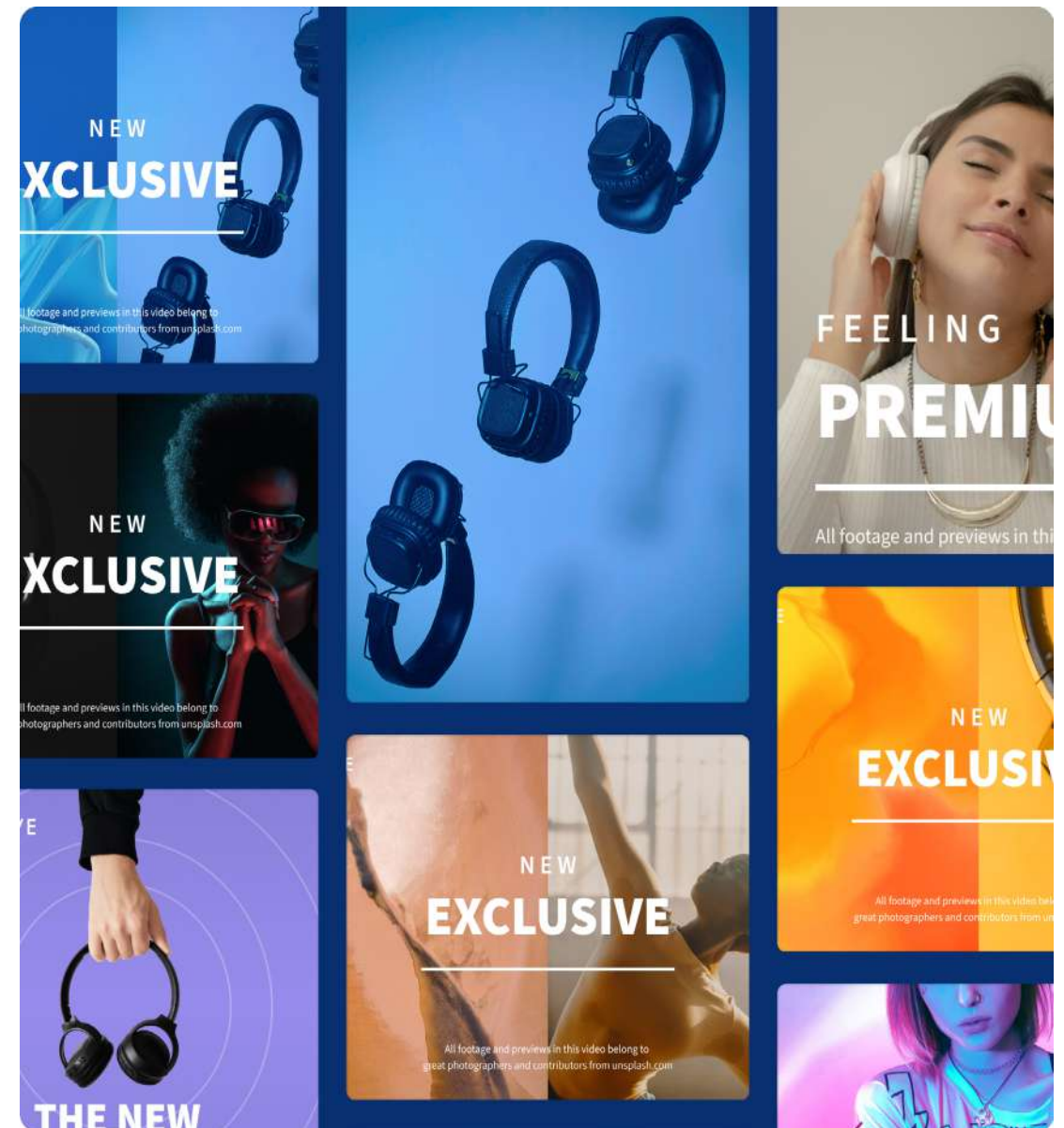
SPEED OF
EXECUTION

Even the most well-researched, finely-tuned campaign will go down like a lead balloon if it hits customer touchpoints too late.

Reactive content needs to hit consumer screens the moment it gets approved. After all, if you're not first, you're last. And your target audience will notice that more than anyone.

Bynder's DAM turbo-charges speed to market for content by breaking down siloed teams and introducing a collaborative way of working that makes creating and sharing content faster than ever.

Shortening the creative lifecycle slashes time-to-market, with previously time-heavy tasks like channel optimization and localization handled by **additional products** that bolt into an existing DAM solution.

49%

Teams can find digital assets 49% faster with Bynder

For global brands with a sizable portfolio of sub-brands, a connected ecosystem is essential for creating effective campaigns and getting content to market on time.

Regardless of where global teams are located, a single source of truth lets stakeholders share and collaborate on content quickly, and then get it out to market without sharing huge files over email or via file-sharing. Instead, it's all done within the DAM with dedicated solutions enabling on-the-fly asset creation and approval, all in one place. For organizations that work with external teams like creative agencies and region-specific partners, manageable access rights to DAM portals promote enhanced cooperation.

For example, with the ability to access cloud-based, brand-approved assets at any time, a regional distributor can update their product display pages without needing to make a request and wait for responses. In an always-on digital economy, this time is invaluable.

See how a global spirits brand brought their intercontinental teams together via the power of Bynder

MAXIMIZE
INVESTMENT

Money may or may not make the world go round, but it certainly keeps businesses afloat. And when it comes to the financial side of things, a DAM is an investment that can pay off big in both the short-term and the long-term.

Yet shockingly, **fewer than 1 in 3 marketing leaders** have even moderate visibility into the ROI of their campaigns.

Considering that the average employee at an organization uses **nine different apps per day**, it's logical that bringing these together and integrating them into one habitat will make everyday operations far more efficient.

A fully integrated marketing ecosystem brings complex processes and use cases together under an intuitive and easy-to-use UI, minimizing uptake time and onboarding while driving efficiency in day-to-day activities.

Pernod Ricard saw a 35% increase in ad recall for localized campaigns with Bynder

And it's not just efficiency that will impact the bottom line, a connected ecosystem that links a DAM with tools like DAT creates a fully-fledged e-commerce optimization production line. Assets to be displayed on product display pages and other decision-driving web pages often lead to a make-or-break moment for prospective customers.

If assets don't load, render poorly, or are incorrectly displayed, it can be a critical moment in the buyer journey. Suppose prospective consumers can physically compare the performance of your own website with that of a competitor, and your brand's website loads three seconds slower. In that case, it's going to be seen as a negative reflection on the quality of your product.

On the other hand, being able to boast fast load times, optimized web pages, and correctly displayed assets will be a huge boost to e-commerce efforts and consumer loyalty.

3700⁺

On average, Bynder's DAT helps 3,700+ brands optimize 11 million+ assets every single day

COMPETITIVE ADVANTAGE

On the topic of competition, gaining every advantage possible is crucial to winning the battle for screen time on your audience's devices. While your brand may be revising its own tech stack, so too is every other brand looking to gain ground in 2023. Here too, a Strategic DAM takes center stage.

Successfully executing a strategic initiative tied to customer engagement and top-line growth depends on your tech stack's suitability to support it. A fully-integrated tech stack allows creatives to pump out more content, marketers to be reactive to market trends, and, ultimately, empower teams to be more versatile when they need to be.

And all of this impacts the gap between you and your competitors, whether that's delivering reactive content to a viral trend on social media or offering high-quality product images that load lightning-fast on web pages.

Five Guys uses Bynder's connected ecosystem to support the brand's global expansion without needing to micro-manage branded assets across international markets.

02

What do content experiences look like in 2023?

Before we dig deep into content experiences, it would probably be beneficial to quickly describe what they actually are (and what they're not).

What is a content experience?

Content experiences aren't physical 'things' that you can dangle like a carrot in front of prospects to entice them into making a purchase. Instead, a 'content experience' is the all-encompassing term for every marketing interaction a prospect has with your brand. From social media content and blog articles to interactive web content and video product deep dives, collectively, they (and many other forms of content) form the content experience. A good content experience should educate, inform and inspire prospects, and drive them toward a point of action.

The buyer journey is an ever-evolving subject, and one where content has grown to take a leading role. Whereas previously prospects may have been swayed by a how-to blog post or a review of your product in a magazine, in the always-on era brands mold and shape their content to flow with the market. From the moment a consumer is exposed to your brand, right through to their (hopeful) renewal with you, content is at the front and center of it all.

55% of buyers claim that content now plays a leading role in the research they do before making a purchasing decision, with the majority of B2B buyers saying they consume three to seven different pieces of content. And it's in 2023 that content experiences will really come into their own to not just take part in the buyer journey, but actively be the tour guide that takes a prospect on a walking tour of your brand, your story, and your value.

Like every good walking tour, there'll be a full range of delights for the senses to enjoy and plenty of sights to take in. Marketing teams now face the challenge of making that tour a 5-star must-do or choosing to sentence it to a 'never again' vacation horror story. There's all this to consider while competitors are already doing group tours right past your front door.
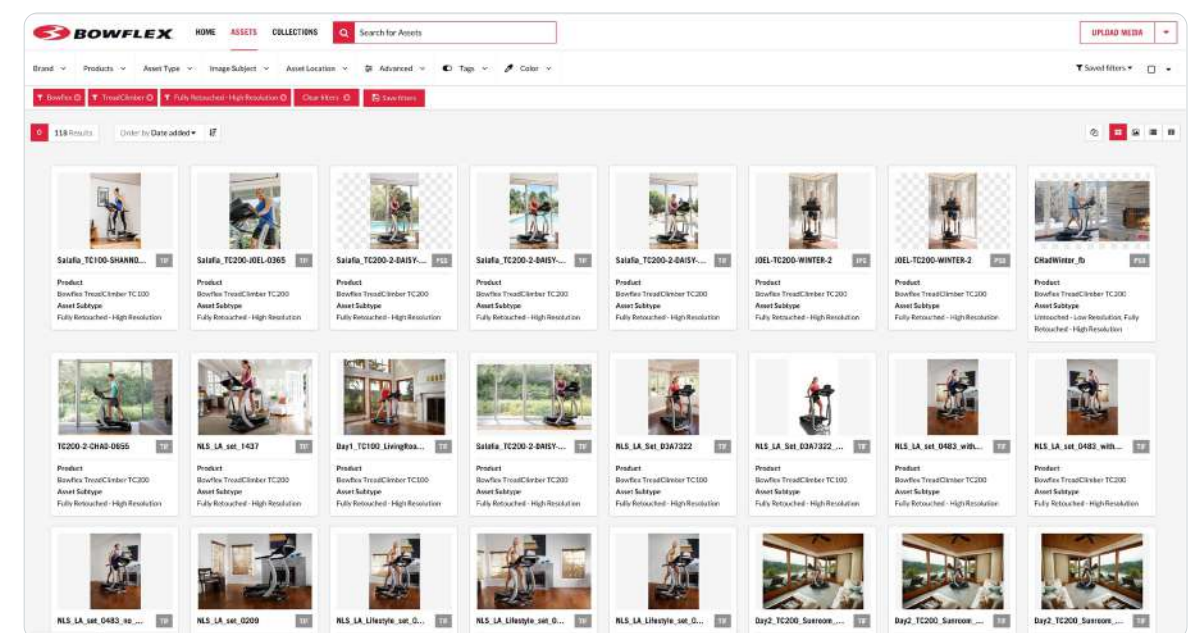
Bowflex used Bynder to re-stage their brand to compete with connected fitness upstarts, seeing YouTube subscribers rocket by 50% YoY

Content experiences, as we dive into here, are far more than 'just a bit of content'.

The days of getting an intern to churn out 2,000 words and tossing it into the abyss of the blogosphere (the 2,000 words, not the intern), are long gone.

Why? Well, times change and so too, rapidly, does technology. Devices and smartphones offer far more bang for their buck, and can handle far more than ever before.

Consumers have grown to expect content at their fingertips and their devices to be a blank canvas for brands to paint an enticing collage of consumable content.

Content operations

With increased content volume and an ever-increasing number of customer touchpoints, brands can easily see themselves overcome in a swelling ocean of content-related issues. While driving high-volume content out to customers, it's never been more critical to ensure fluidity and synergy in messaging, identity and narrative across everything a brand puts out 'into the wild.'

After all, if your Instagram feed and TikTok accounts look and sound totally different, will prospects even know it's actually you? Or even worse, compare them with your competitors' slick, aligned accounts.

And it's this trio of heroes that we refer to collectively as 'content operations.' In short, if content operations was a white-gloved chauffeur, content experiences would be the freshly-polished vehicle rolling up to the door of your prospects. Content operations drives your content towards its destination, letting the 'experience' arrive in style.

It's here, teetering on the edge of a content-chaos volcano, feeling the heat of unimpressed prospects, that the perfect trifecta of people, process, and technology swoop in to pluck your brand's content from a fiery doom.

People

We've not been taken over by autonomous overlords just yet, and so people still play a fundamental role in driving the gears of even the most tech-savvy content engine. To deliver powerful content experiences, organizations need to have the right team structure, with passionate people ready to fly the flag and drive initiatives forward.

Helping marketers do more with less, and alleviating the stress and pressures that come with tighter deadlines and harder targets, will be crucial throughout 2023. People play a vital role in content experience initiatives (as we'll delve into later), and removing as many barriers and strains as possible should be a priority.

From copywriters and designers through to C-level executives and consultants, teamwork truly does make the dream work when it comes to creating content experiences that make customers go 'wow.'

Alignment through the spine of the business, with clear and consistent messaging from the top down, is absolutely essential. Brands that plunge into new campaigns and initiatives without organization-wide synergy are taking big risks with resources and personnel. Talented individuals need the structure of a well-groomed marketing team to bring out the best in them, and, ultimately, achieve results.

Process

It sounds like a lot of bureaucracy, paperwork, and stress, but it is, in fact, the total opposite. Process is the strategy and game plan that your organization lays out to lead it on a path to content domination.

Process links together your people and your tech stack, bringing the right individuals together at different stages in the content lifecycle.

Before a new strategy or initiative hits the market, process keeps everyone 'singing from the same song sheet,' and aligned with the goals and deliverables needed.

Keeping teams synergized will bring the best out of them, your brand's assets, and your campaigns.

Neglect a well-rounded process, and money, resources, and time can quickly be eaten up by needing to leap back and tweak campaigns, redo creative, and much more.

Technology

The last of the 'three musketeers' of content operations is technology, an essential element of any organization that can often make or break a campaign before it even begins. With content strategy revolving around content experiences taking precedence in 2023, there needs to be an emphasis on having the tech there to support localized content creation at scale.

81%

81% of marketers says their organization views 'content' as a business strategy

When it comes to creating content, implementing the right technology (such as a DAM with content creation and distribution capabilities), is a huge step in fine-tuning a brand's content engine.

Collaborative tools like Content Workflow empower digital teams to generate personalized content, get approval, and then distribute to local markets without needing to chase feedback or involve multiple stakeholders.

Content operations underpin the concept of the connected ecosystem, uniting separate elements under one unified roof. All working together, the content operations trifecta turns brands into serious lead-generation machines, enabling the creation of rich content experiences at scale.

03 The six pillars of content experience

With content operations working behind the scenes to get a brand's content engine up and running smoothly, it only makes sense to come onto the topic of the content experience itself, and, most importantly, the principles that make them so effective.

If your brand was a bustling metropolis, your content experiences would be the dazzling, shiny glass skyscrapers that proudly punch through the skyline.

Not only are they the centerpieces of what your brand is all about, telling your story and showing off the progress you've made as a brand, but they're also finely crafted pieces of engineering. And like every good engineering feat, there's a strong, well-thought-out foundation at the heart of it. And for content experiences, this foundation comes in the form of six pillars.

Pillar #1
Personalization

Imagine getting a birthday card without your name written on it. While you'd still appreciate the gesture, it'd be a bit... weird, right?

For content, it's no different. **72% of people** say they are more likely to purchase from a brand if it can consistently provide them with a more personalized experience. With so much content available, and competition for buyer's attention span at an all-time high, personal touches resonate more than ever with prospects.

Despite this, only **16% of companies** surveyed are personalizing their digital properties based on all offline and online variables, such as purchase order/history, service interactions, and operational data. The slow uptake on personalization has created a small yet significant gulf between the brands that do and the brands that don't. In 2023, an organization who's already forged a solid link between creating reactive, personalized content and its customer lifecycle will be positioned strongly to carve out a new segment of customers while building trust and loyalty with existing ones.


Customer example: Keune

Hair care experts Keune operate an extensive European network of salons, supported by local distributors. Before Bynder, Keune's network had grown to such an extent that it became increasingly difficult, and almost impossible, to successfully manage and share on-brand, personalized content with their local markets.

With an increased demand for content comes the ever-present challenge of striking the perfect balance between quality and quantity while still reaching targets and supporting growth.

Keune partnered with Bynder to create personalized content at scale, enabling them to meet the demand of markets and scale local growth while remaining loyal to the brand's global image.

The result is a DAM filled with 300+ customizable templates, 1,000,000+ brand assets and hundreds of customizable templates, allowing local teams to drive initiatives without needing approval from head office. Keune can give their locations creative freedom and the ability to create reactive, personalized content without needing to micromanage.
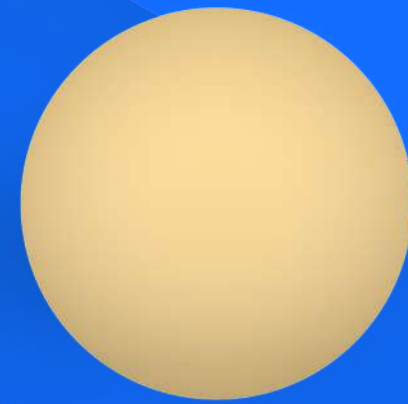
Pillar #2
Speed and agility

'Time is money' is a saying everyone's heard, and it couldn't be more accurate regarding content experiences. An always-on market demands reactive content that can be created and distributed without needing to go through feedback loops or seek approval from different stakeholders.

Brands that aren't first to market, are last. And in 2023 when budgets are tighter and prospects are looking to see which brands are going above and beyond, speed and agility need to be a priority.

On average, brands utilizing a connected ecosystem to link their digital assets with other tools used by their marketing teams, access content 83% faster than other brands. Accessing assets from one central, single source of truth, localizing them for markets, and then distributing them all within one ecosystem turbo-charges brands' go-to-market time.

Humanscale is a premier designer and manufacturer of tools and furnishings for the workplace, focusing on products that drive healthy change in the workplace.
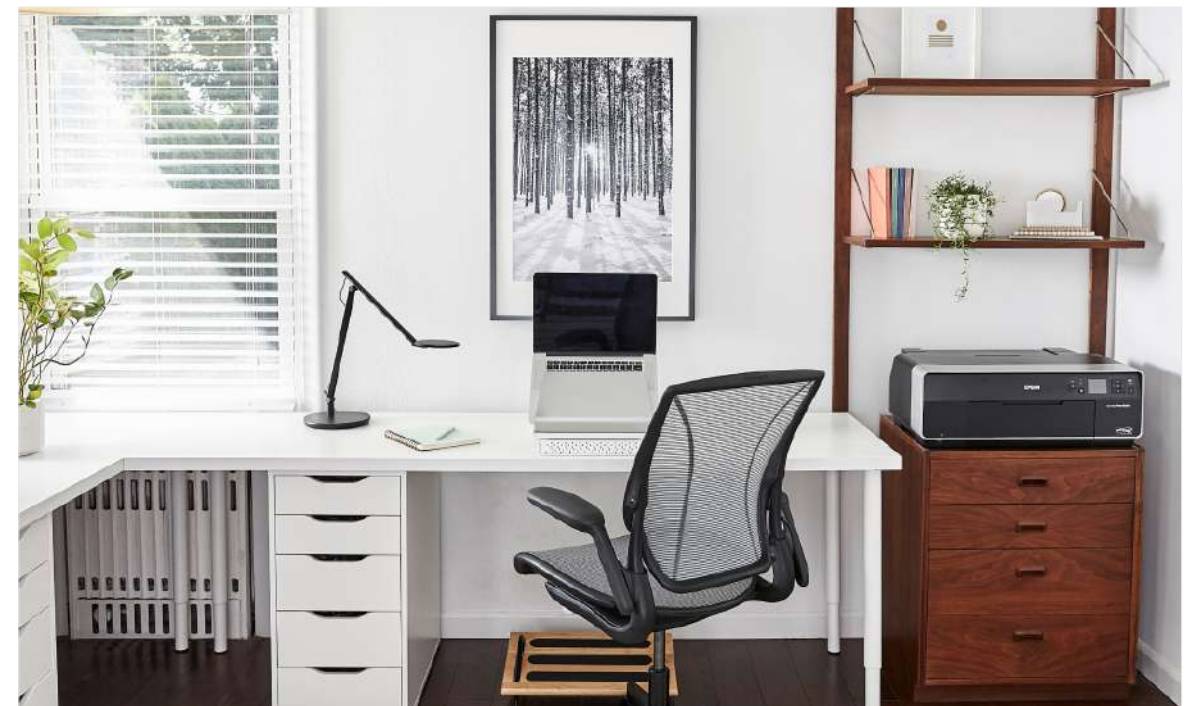

Customer example: Humanscale

During the pandemic, Humanscale identified the need to adapt and persevere their approach to the market, primarily given that offices around the globe had closed entirely, making their current approach redundant.

The brand needed to quickly adapt its go-to-market approach to meet the demands of clients whose staff now faced the task of creating a safe, ergonomic workplace within the home.

Bynder's integrated ecosystem, rooted in a cloud-based DAM, facilitated the rapid roll-out of new brochures, product information, and collateral for new campaigns. Incredibly, through the partnership with Bynder, Humanscale saw their product offering grow by 300% during uncertain times.
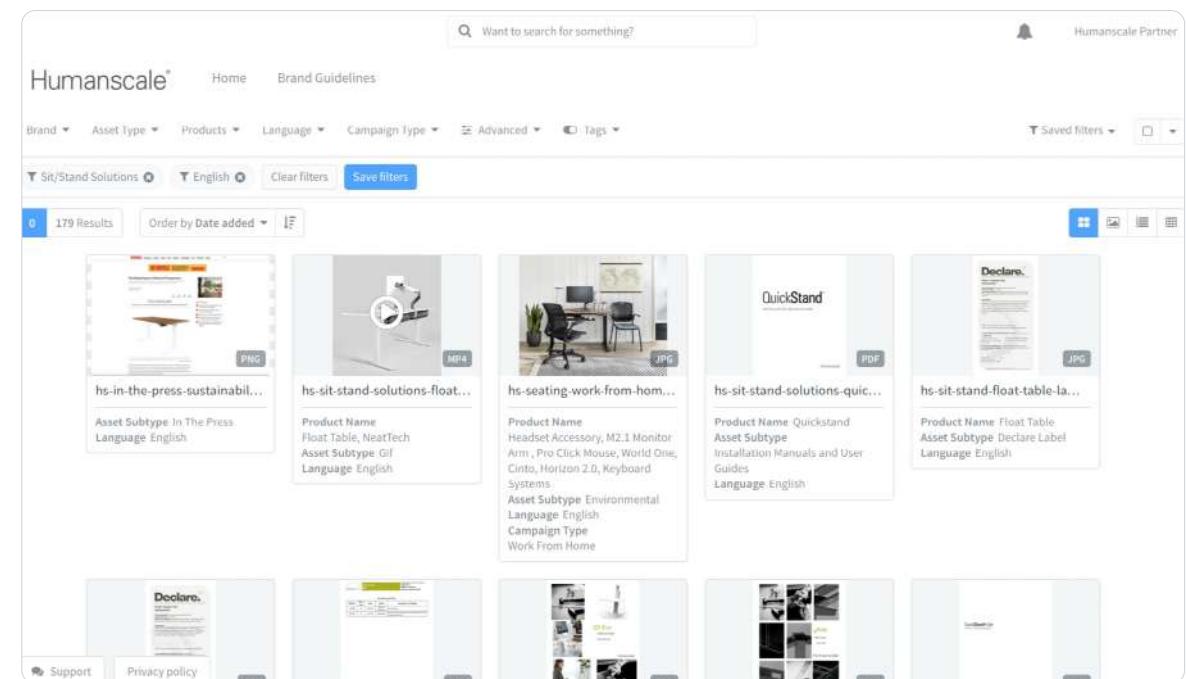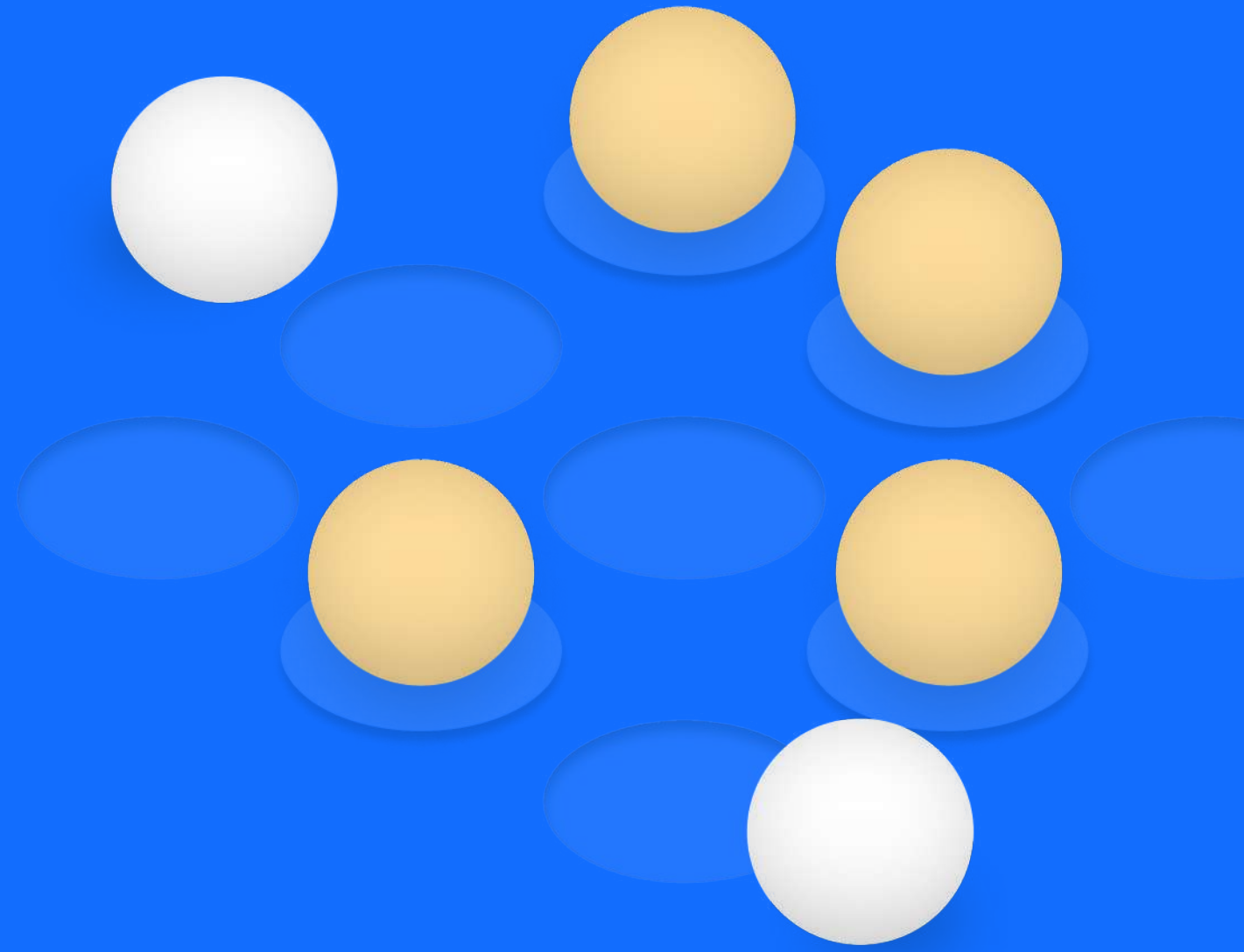
Pillar #3
Brand consistency

Consistency is key in everything we do in the age of digital marketing, but consistency is especially crucial when it comes to the identity and image of your brand.

In a study by Accenture Research, **65% of customers** expressed frustration over inconsistent experiences or information presented across brand touchpoints.

With omnichannel marketing becoming the norm, brands must get it right when it comes to presenting themselves across multiple touchpoints.

Brands that fail to offer consistency and clear messaging will see frustrated customers turn their backs and venture elsewhere, often to competitors with the infrastructure to offer consistent, engaging content.

Legal practice software provider Clio gives legal professionals a platform to manage the day-to-day running of their business, from client intake to invoicing.
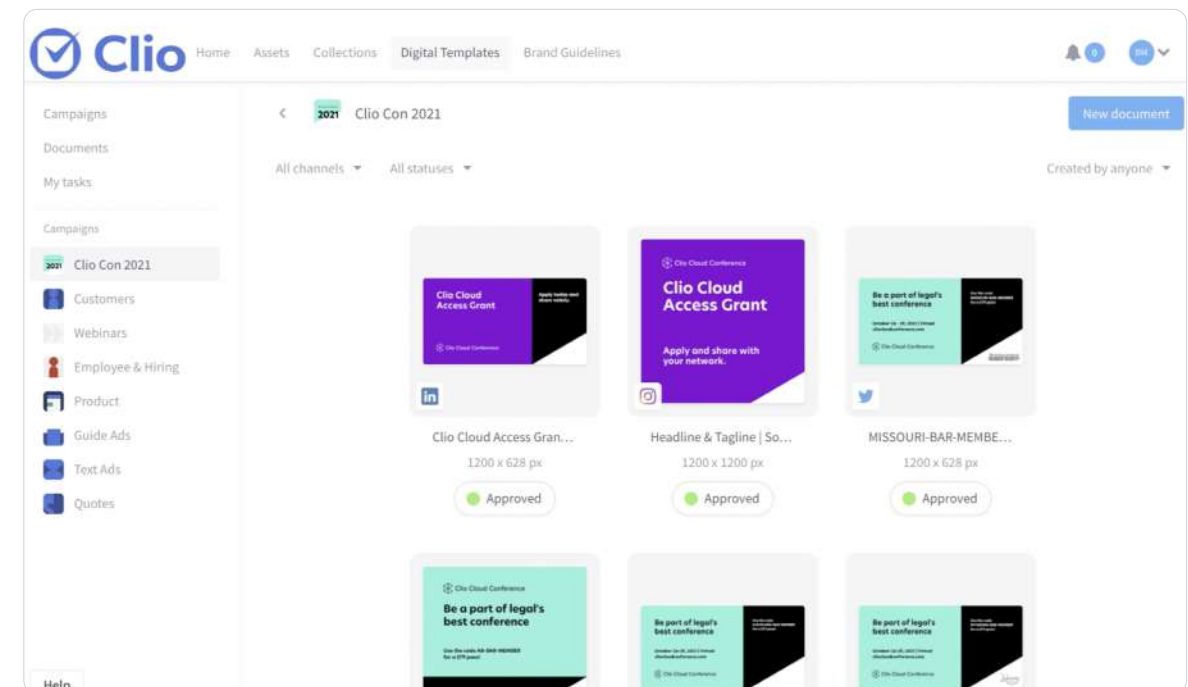

Customer example: Clio

Before Bynder, Clio stored their assets in various different folders and drives, with no central location to store all of their branded assets.

This resulted in a lot of confusion, with very poor general visibility into the status of the brand's image, as well as inadequate accessibility for those that needed the latest assets.

To make things even worse, a corrupted drive resulted in the loss of a huge number of branded assets, needing investment to create new visuals to replace those that were lost.

Using Bynder's DAM alongside Brand Guidelines and Studio, Clio gives vendors and partners on-demand access to consistent branded content from a central source. With templating abilities empowering stakeholders to create their own content without straying off-brand, Clio essentially saw their design team grow overnight from seven to 600+ colleagues.
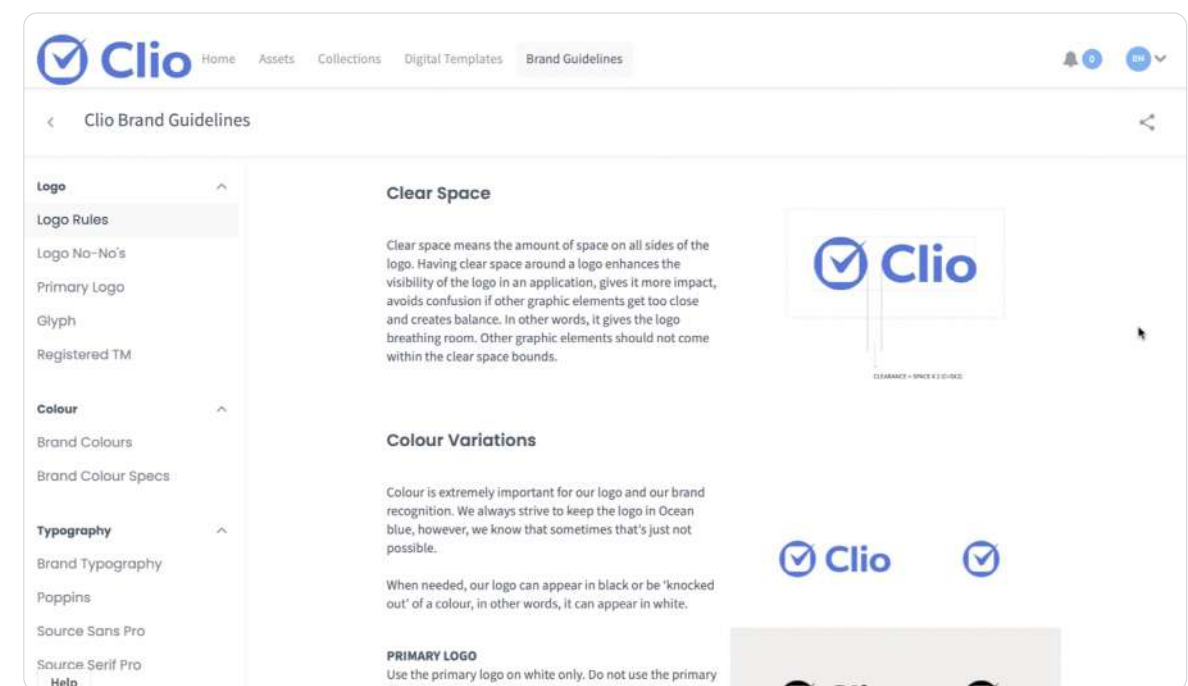
Pillar #4
Distribution

Contrary to what some stakeholders sometimes think, content doesn't exist in a vacuum, mindlessly floating around and waiting to be plucked out and put into a campaign.

Content lives within the martech stack of an organization, and it's this very stack that should be playing a crucial role in delivering content from the minds of creatives to the screens of prospects. 2023 will increase the demand for timely, personalized content that can be delivered at scale. Disconnected, unorganized ways of working that involve multiple different platforms and storage locations create huge roadblocks that can seriously hinder the growth and exposure of a brand. We said earlier that if you're not first, you're last. Distribution can't be overlooked.

Anthony Nolan is a UK-based charity that forges connections between stem cell donors and individuals that need a donation, using powerful stories to convey the importance of their work.
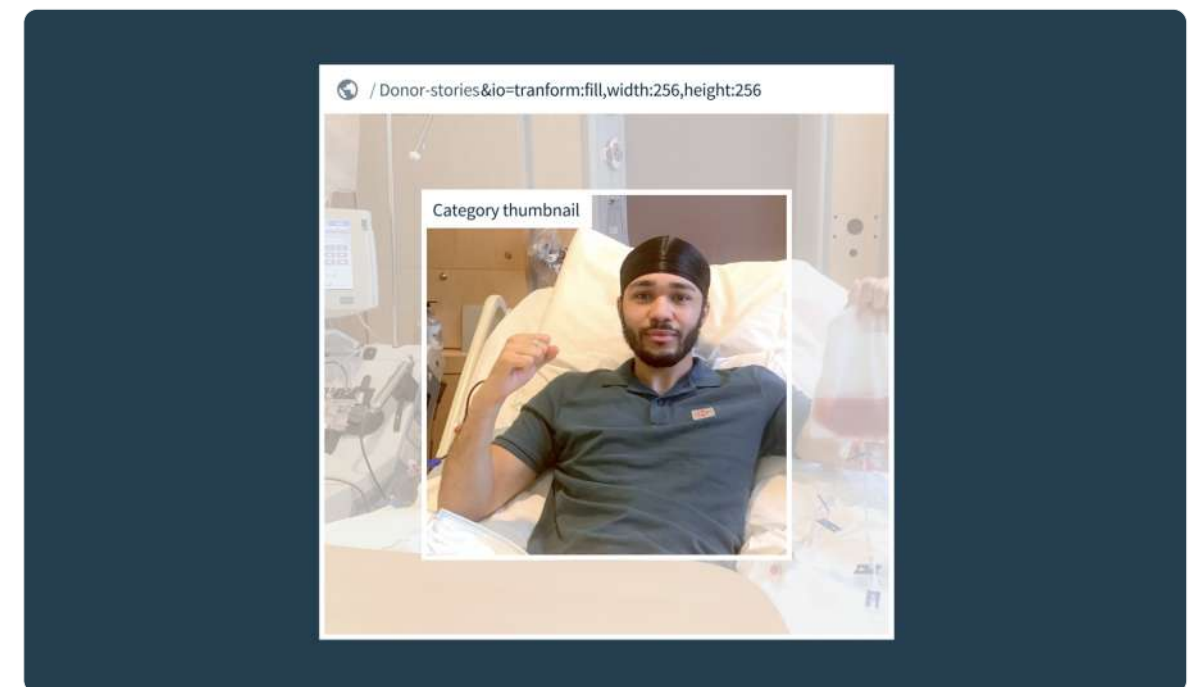
Customer example: Anthony Nolan

Before Bynder, the team at Anthony Nolan was uploading raw, original assets directly onto their web server from being stored locally on a hard disk. The result was a time-consuming, fairly messy system that meant simple tasks took stakeholders away from working on other projects.

Bringing **Bynder's DAM** and **Dynamic Asset Transformation (DAT) on board enabled teams to streamline their content creation and upload process. Instead of uploading and duplicating assets, having a single source of truth meant original assets could be stored and used when needed. DAT stripped back assets to 50% of their original size through an automated optimization process to reduce page bloat, boosting load times and increasing SEO rankings.**
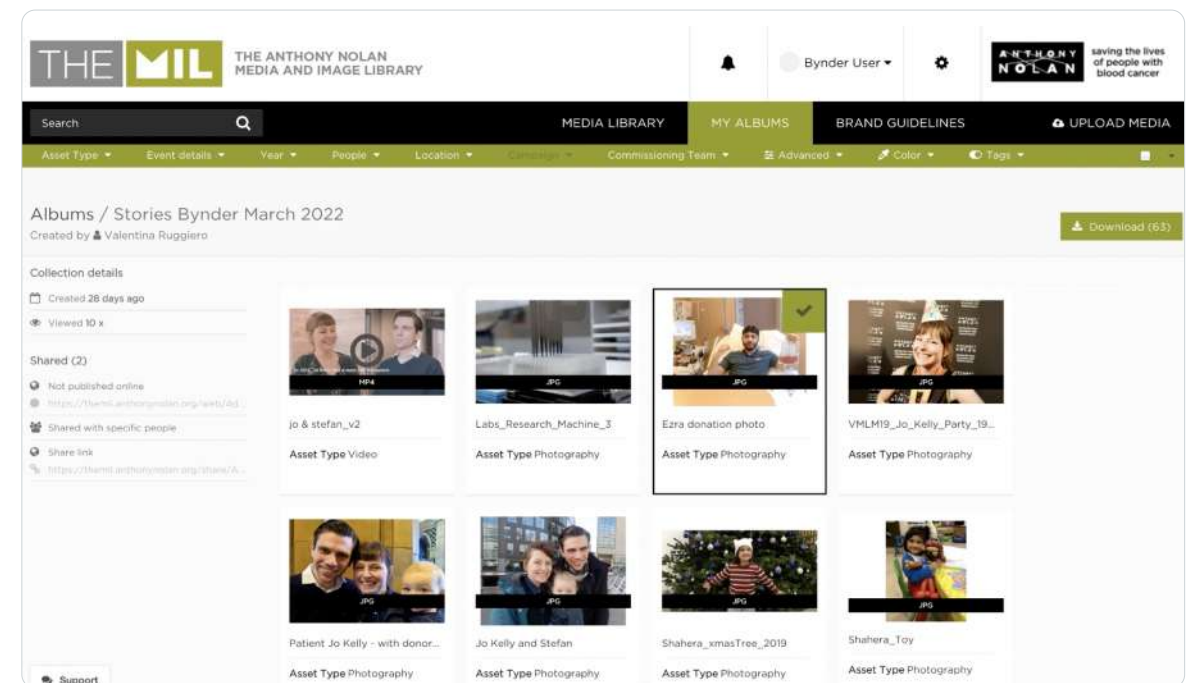
Pillar #5
Scale

2023 is the year brands need to get serious about scale. Not only does scale play a role in covering more bases with more content, it also enables organizations to appropriately target the right personas with the right content at the right time. Having a tech stack that can scale alongside the growth of a business is an essential piece of future-proofing that can add real value and deliver a return on investment as revenues increase.

Deploying an effective content operations structure gives teams the framework they need to deliver content when and where the business needs it, whether that's for a reactive viral marketing campaign or a longer nurture campaign to entice enterprise-level prospects.

Customer example: Sunsweet Growers

Sunsweet Growers is a household name that provides healthy, nutritious food products operating in 11 different markets and 40 different countries.

Before onboarding Bynder, the Sunsweet Growers team struggled to maintain and distribute their growing collection of assets to their global partners.

With business growth, there was nothing in place to scale content creation to the level needed to develop local markets properly.

Bynder encouraged a new way of working, using the DAM as a powerful single source of truth that made accessing and exporting assets a breeze for partners in local markets.

Bynder's platform enabled the brand to unify global teams and markets, bringing them together with one central hub for asset storage and distribution.

A unified team helped on-brand content distribution for three unified global awareness campaigns, with impressions rising 18% while cost per impression decreased by 15%.
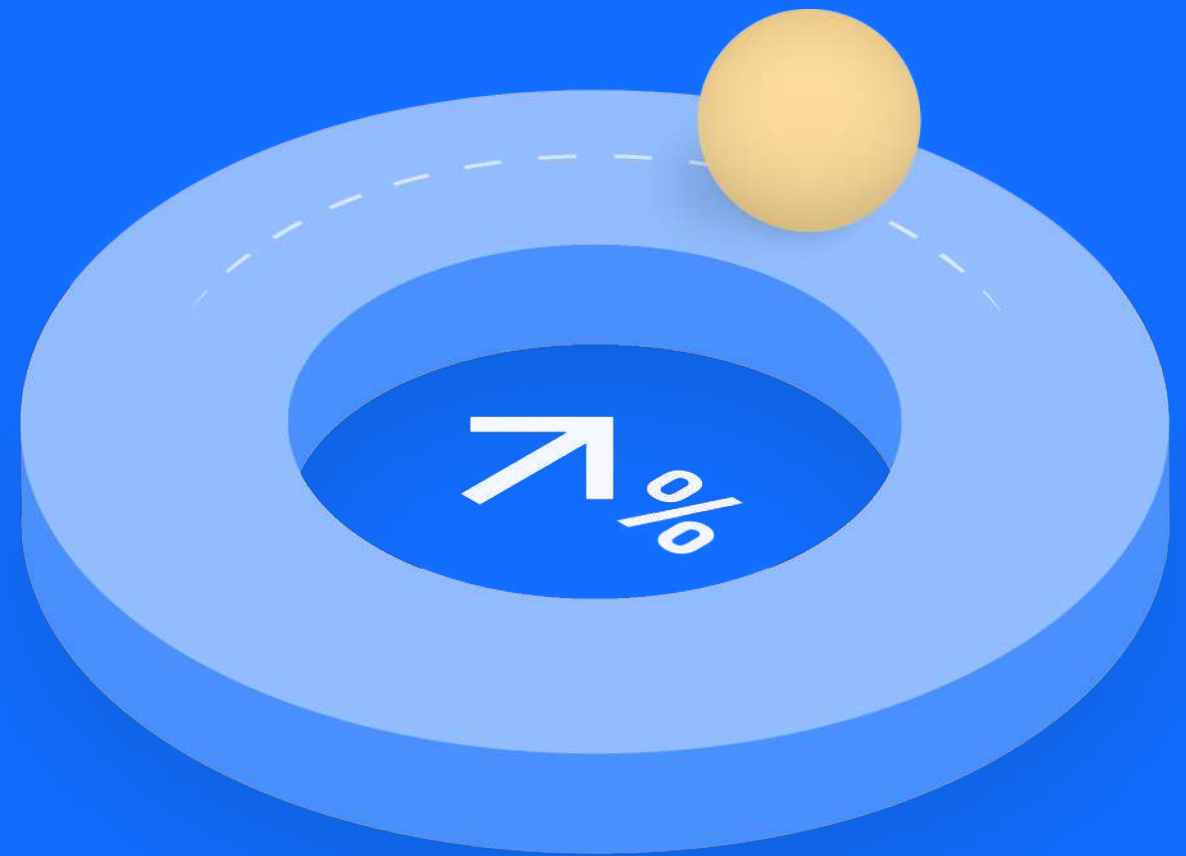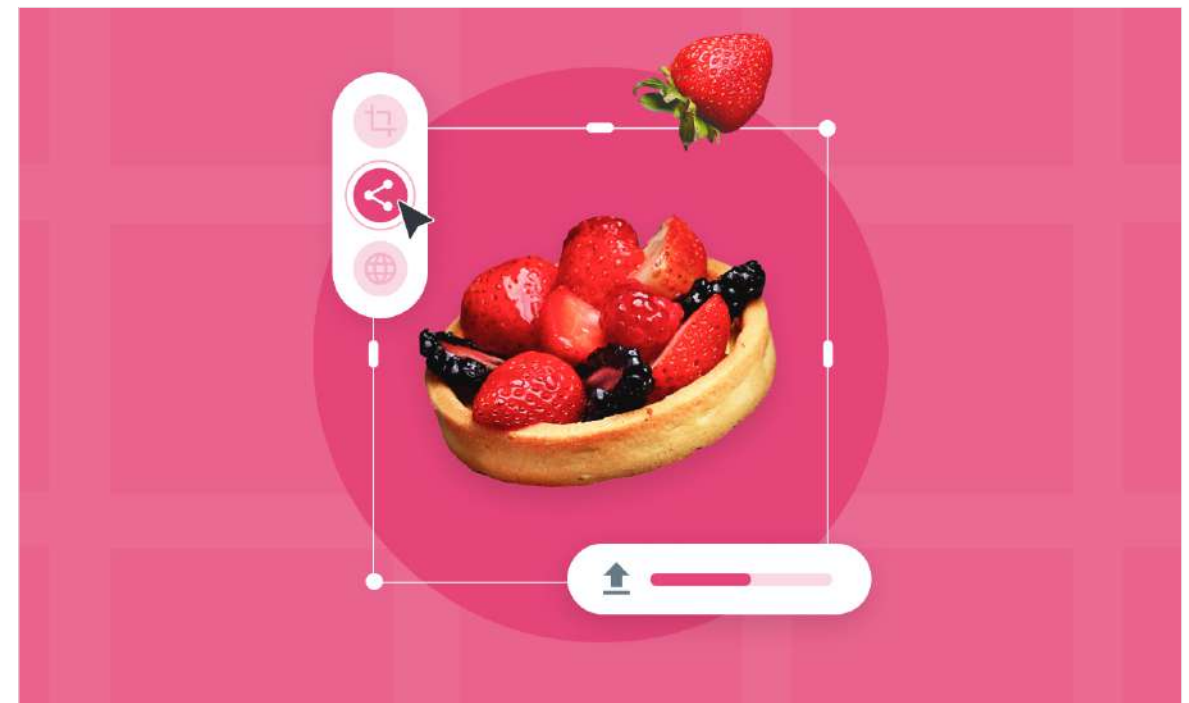
Pillar #6

Performance

While your brand may not be a supercar, performance is still very much at the top of the list of priorities. After all, if you're leaking oil, you're not going to make it very far.

Enough with the vehicle references, but I'm sure you get the point. A well-maintained, spotless content engine will pump out some awe-inspiring content experiences with little effort. Why? Because it runs well! When things break down, or the right tech or people aren't in place, hiccups happen, and even simple tasks can take a long time.

DAM users that integrate their platform with other business tools like a PIM or CMS are more likely to rate the performance and efficiency of their teams higher than those that don't.

Customer example: Rich's Products

Performance is the end combination of the previous five pillars, ensuring high-quality content is delivered to the right prospects and generating results.

Rich's Products is a family-owned food company with over 4,000 product types and serving over 100 countries – it's a truly global company where content delivery is an integral part of the brand setup.

Rich's needed to improve their content creation workflow and customization capabilities to meet the market's demands and create an enjoyable digital experience for its customers. The brand also wanted to slice away time spent on complex branding initiatives and remove the untidy duplication of assets.

With Bynder's DAM and Studio platforms, Rich's deployed a people-first approach to optimize the way their teams worked together. Demolishing the siloed teams that had struggled to collaborate efficiently, Bynder brought global and local teams together to form a slick marketing outfit.

Content creation costs were reduced by 33%, and owned video channel viewership skyrocketed by 300% as Rich's stakeholders rolled out unified, global campaigns like never before.

04

Five steps to an exceptional content experience

After laying the foundations and diving into the 'why,' now comes the practical aspect.

How can your brand get started on the journey to crafting incredible content experiences that engage your audience, carve out your own segment of the market, and drive revenue?

Bear in mind that your organization may be at a different stage than step one, or maybe you've already gone through the process before but aren't sure if you did it thoroughly. Ultimately, everything about the growth of a brand is about trying new things, sometimes making mistakes, and ultimately growing from them.

Hopefully, with this step-by-step guide, the mistakes will be few and far between, and success will be just around the corner.

1. Identify near and future challenges

Let's be real here; you're likely reading this guide because some challenges, however minor or major, are throwing a spanner into your content marketing machine.

Identifying these issues, working out the cause, and mapping out the problem is a vital first step when considering where and how to invest in your marketing operation.

Is it a process? A gaping hole in your content operation that accidentally overloads your design teams, leaving them scrambling and making mistakes to meet tight deadlines? Or perhaps you stored last year's winter ad campaign assets in the same folder as your Q1 '23 product launch.

Mistakes happen, and it can be easy for assets to get mixed up, especially when it comes to rushing to get content out on time when a campaign is about to go live.

These are just two examples, but small issues can create big financial burdens, and in 2023, organizations can't afford them.

Every cent (or a currency of your choice) counts, and return on investment and safeguarding against unnecessary expenditure has to be a priority.

2. Align internal stakeholders

After identifying internal issues, alignment becomes the next step that organizations need to embark on. Getting stakeholder buy-in for the need to invest in your brand's tech stack can be a tricky one, especially with so much emphasis on saving money rather than spending it.

Decision makers within an organization aren't a roadblock to getting a refreshed tech stack, instead, they're a gatekeeper to ensure that the business is getting real value for any investment made. This year budgets may be tighter, but the need for a purpose-made tech stack won't go away, especially when it enhances the tools you're already using.

Now is the time to make investments in technology that will move the needle on buyer engagement and customer loyalty when your brand needs it most.

Building a case based on solving the challenges identified in your content engine, and presenting a viable cure with a clearly mapped-out plan and goal is essential.

3. Re-evaluate your current tech stack

There's no point papering over the crack. Digging in and looking at the ecosystem your organization uses and what's missing, outdated, or not fit for purpose is an important step before looking at what's on offer.

Whether it's a reliance on a piece of software, a basic form of asset management, or even old, un-reliable: physical, on-premise storage, it's important to evaluate what's currently in use.

From a financial perspective, it may be apparent that your current tech stack (whatever state it may be in) is more affordable than a DAM or a fully connected ecosystem. But consider the short term. It may be easier to stick with the few tools that you use now, and seem on the surface to be a better option, but in terms of the long-term success and growth of the business, does it cut the DAM mustard? Plus, while it may seem cheaper at the moment, not futureproofing your tech stack is a quick way to end up having to cough up a lot more money in the future to catch up.

A fully integrated, connected ecosystem can simultaneously launch global campaigns to multiple markets with fully localized and optimized assets. And that's all with minimal human input.

So, how's that shared hard drive going?

4. Explore the market

Now for the fun part. After all, who doesn't love a bit of shopping?

And while it may not quite be the same as strolling the aisles, sneaker shopping or eyeing up a huge new television, it's still a bit exciting.

There's a lot out there, especially in the world of DAM. But not all platforms are created equal, so it's important to start your search with a checklist of sorts for the most important criteria for your organization, keeping in mind stakeholder input.

Are you most interested in integrations? Are you looking for dedicated, ongoing customer support? How easy is it to set up taxonomy rules? Once you get crystal clear on your must-haves, the top players will naturally separate themselves from the rest of the group. Then it's time to set up demos and see what the actual platform looks like.

5. Decision making

If you're as indecisive as our copywriter, then you could be here for quite some time when it comes to making a final decision.

A decision will come from an answer that draws in all aspects of the brand, and one that resonates with and makes sense to the decision makers at your organization.

Evaluating any challenges, identifying needs, pricing up the market, and then actually choosing a provider isn't a quick or easy process. But with 2023 promising to be a challenging year financially, it's a slice of your budget that can make a huge difference.

As evidenced throughout this guide, brands that have partnered with Bynder have seen incredible growth, serious time saved, and campaigns perform better than ever. And that's just for starters. (Was that a bit sales-y? Probably, but you've made it this far!)

Conclusion

At the beginning of this guide, we talked about a seismic shift in buyer behavior over the last couple of years and why brands that don't attempt to keep up will inevitably fall behind (often a lot faster than they expect). When we link that with the harsh reality that a down economy is here to stay for a while yet, the evidence-based concepts explored in this guide whet the appetite to think content experience-first for 2023 and beyond.

Here's a bite size breakdown of what we've learned:

With a strategic DAM as the foundation, brands can integrate a connected ecosystem of applications and tools that positions their internal teams and external partners in a position of power to tackle the four major challenges associated with creating content in 2023.

Volume - Brands need to leverage the right tech to handle the demand for fresh content

Speed of execution - If your brand isn't first to market with content, you're last

Maximize investment - Smart spending is key to growing revenue

Competitive advantage - Brands must deploy the right digital initiatives to beat back competition for screen time and attention

A strategic DAM is a wise investment, even when the economy encourages saving rather than spending. When it comes to a comprehensive marketing strategy, a strategic DAM sits at the heart of it all, making marketer's lives easier while brands see a tangible ROI.

Content experiences rely on strategic DAM being deployed with the correct people, processes, and technology in place to work efficiently and effectively. This trifecta of marketing firepower needs to be harmonized for brands to execute digital strategy centered around the content experience.

If strategic DAM is the foundation, then our colosseum of content experience glory is held up by the six essential pillars:

Personalization - Personalized, localized content is the new standard for any marketing initiatives

Speed and agility - Brands utilizing a connected ecosystem deploy their assets faster, saving time and money in the process

Brand consistency - Consistency with content is crucial to build the identity of your brand and building authority

Distribution - Having the infrastructure in place to pump out fresh, reactive content boosts speed to market

Scale - Effective content operations helps brands scale their content output alongside the growth of their brand, meeting demand and growing revenue

Performance - A well-oiled content machine helps brands roll out powerful campaigns with minimal effort

With our structure in place, and engine firing on all cylinders, we can move on to creating exceptional content experiences. The practical aspect of any new initiative can often be daunting, but Bynder's methodology of five clear and concise steps makes an intimidating idea a smooth, actionable process. To get started on your journey, remember to:

Identify challenges - Work out where the problems are in your organization and what problems could lay ahead

Align stakeholders - Get everybody on the same page and aligned with the goal of the initiative

Re-evaluate your tech stack - Take a look at what's powering (or hindering) your marketing operation at the moment

Explore the market - Book demos, speak to representatives, and see what is available that matches your use case

Decision making - Get stakeholder buy-in and choose a platform that's right for you

2023, and the years beyond, offer up fresh and recurring challenges revolving around buyer behavior, a down economy, trends, and more.

With less financial resources to play with yet more results expected, teams can face the squeeze when it comes to making the most of a shrinking budget.

But a DAM, like Bynder's, offers the perfect central hub to springboard into a connected ecosystem that brings together multi-disciplinary teams to form a united, powerful content machine.

Brands that have taken the challenge of making a case for the initial investment have reaped the rewards of increased revenue, reduced overall spending, efficient work processes, huge time savings, boosted customer engagement, and much more.

Ultimately, brands in 2023 don't face the question of, 'Can we afford to invest in a connected ecosystem to deliver incredible content experiences and boost revenue?'.

Instead, they face the question of, 'Can we afford not to?'.

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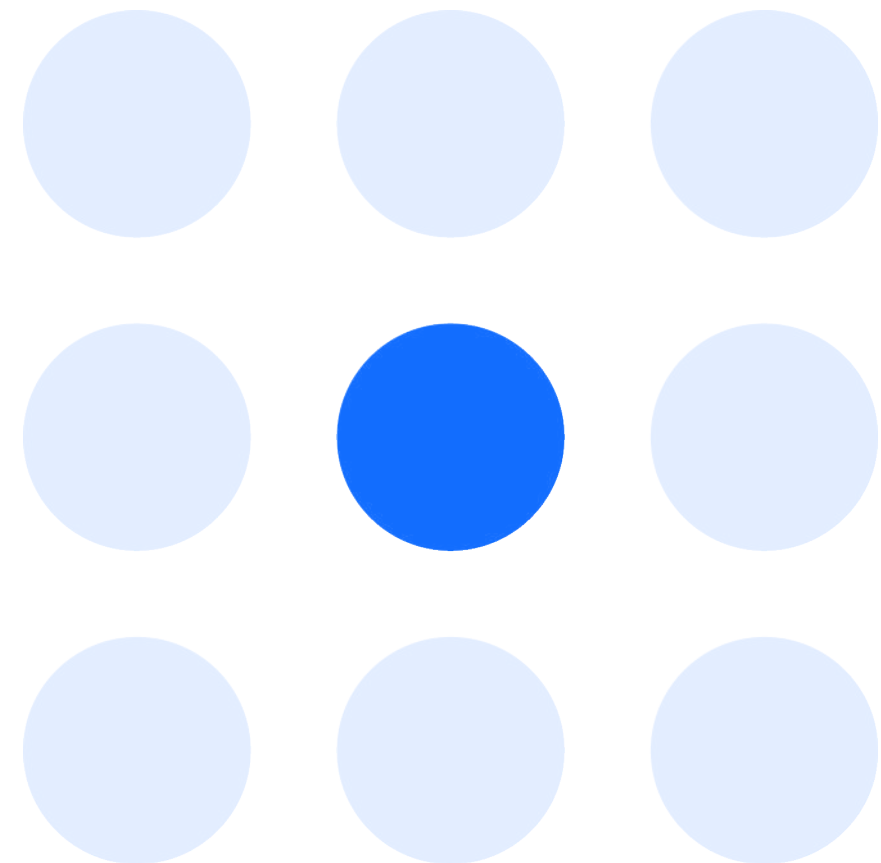
About Bynder

Bynder's digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. We are the brand ally that unifies and transforms the creation and sharing of assets.

Book a demo

www.bynder.com