QUICK GUIDE

The three Rs - The bright future of content strategy

Reduce, reuse, repurpose

SITECORE®

How to rethink your content strategy

Working with the three Rs for sustainable growth.

The three Rs approach

Creating and distributing tantalizing, shareable, and relevant content is one of the most important things you can do as a business.

In fact, according to research carried out by the **Content Marketing Institute**, 63% of content marketers use their content strategy to build loyalty with their existing clients.[1]

You have a team *dedicated* to inventing new ways to delight customers. And yet, feeding the content machine never seems to get any easier.

It's constant box-ticking, redundant tagging, and replicating content across channels. And no matter how much content gets spun up, images get sourced, and brand assets created, it always feels like you're starting from scratch. Because somehow, your content seems to have made a home in every conceivable place you can think of – but can't find. Cloud platforms, hard drives, the server… It's probably quicker to begin again, right?

In this case, probably, yes.

In fact, *most* marketing and digital teams are obstructed from delivering the kind of content that makes customers fall in love with your brand. Legacy systems and siloed data stand in the way. Not to mention poor content processes, routines, strategies, and capabilities.[2]

Despite everyone's best efforts, it all leads to mistakes, delays, and a content strategy that always seems to miss the mark.

But it doesn't have to be this way.

You can overcome your content crisis, and every challenge that comes your way, with a tried and tested approach. Reduce, reuse, and repurpose: the three Rs of sustainability.

We are all familiar with how these principles are being employed to tackle climate change, but this same approach can be applied to content creation and marketing when you employ the use of a content hub. A content hub acts as a home base, a place to unify content, giving you a 360-degree view of all your assets. Having everything available and visible in one place allows you to assess your current position, identify any gaps in your content, and make the most of what is available to you.

When content is managed this way, alongside the three Rs, it fuels business growth by supporting a sustainable and agile digital transformation, improved digital experience, and reduced operational cost and marketing complexity.

[1] Content Marketing Institute, 'B2B Content Marketing 2020, Benchmarks, Budgets, and Trends', 2020. [2] Forrester, 'Poor Content Execution Is Sinking Marketers' Grand CX And Brand Visions', 2021.

Business growth through content

With the constant challenges that come with creating great content, it's easy to lose sight of why you're doing it. Why is every business striving to share bigger and better articles, videos, email and everything in between?

Ultimately, organizations generate content for growth - growth in revenue, brand equity, and market share. Because with great content, comes great personalization. And this means better experiences for your audience, leading to new customer acquisition and retention.
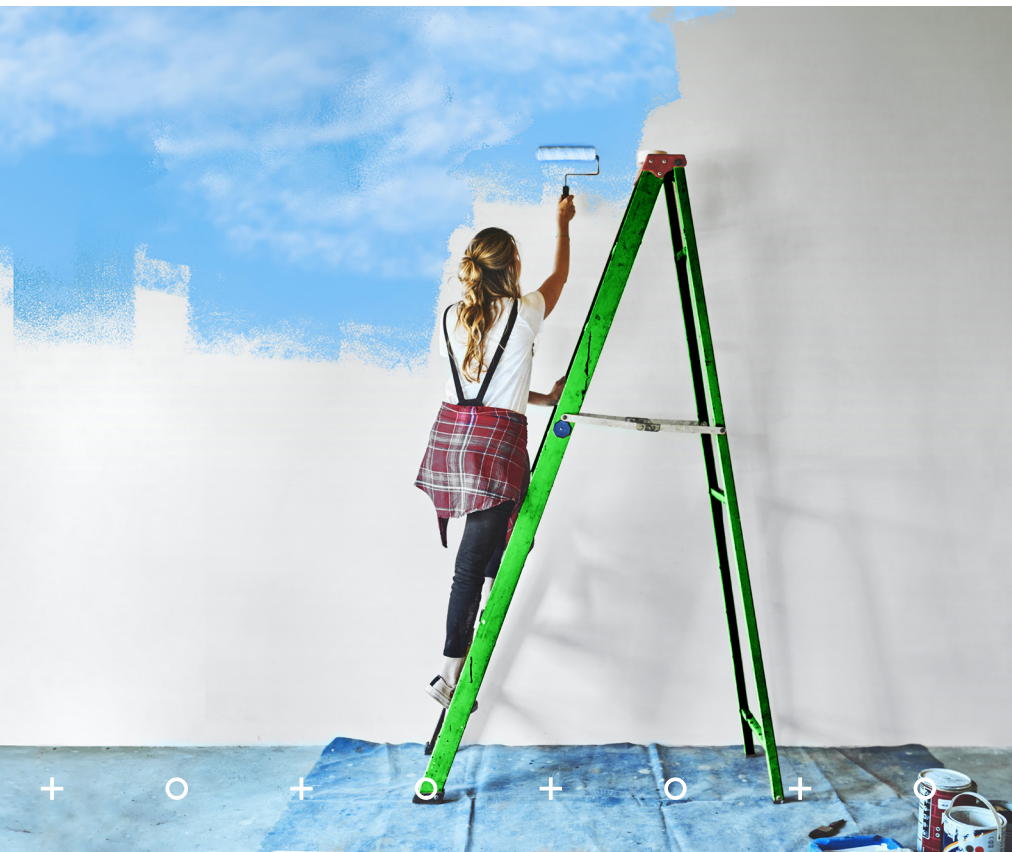
Sustainable growth

You can grow business by throwing money (fuel) into a campaign or product, but unless you have a solid content process and closed loop reporting, it will not scale that success to further campaigns or products.

With the three Rs, you can drive business growth in an efficient and predictable manner. Not to mention the positive impact it will have on your teams. Complex content systems and processes put an incredible amount of dissatisfaction and pressure on the people who are using them.

Plus, with improved operations, which in turn reduce costs, you'll also see a sustainable growth in profits.

Agile growth

Can you scale your teams, content volume, and infrastructure efficiently? Can you quickly and easily manage content across channels? All whilst delivering personalized experiences?

For growth to be sustainable, it must be agile. The world is full of uncertainties and unless you can react and adapt quickly, you risk falling behind.

When you implement the three Rs to help optimize your content strategy, you become proactive instead of reactive. Increased availability of content, easy access to assets, and the ability to create quickly, allows you to publish highly personalized content at the right time for your customers. Coupled with the real-time analytics that a content hub provides; you can implement a truly agile content marketing strategy.

Transformational growth

When content is seen as a valuable business asset and treated as such, it can be utilized as a core business strategy for growth. With sustainable and agile systems in place, you can deliver consistent omnichannel digital experiences that are transformative for both your customers and your company.

The three Rs

For sustainable and agile content-powered growth.

Reduce the need for new content creation. This means spending less time, money, and resources, and always starting from scratch. And when you do need to create new content, reduce the cost of creating that content.

Reuse content and assets. Jump off the constant cycle of simply creating content and start *using* it. When it's easy to find, it's easy to reuse.

Repurpose your content. Recycle, remix, remaster. It's ok to use the same image more than once. Images can also be tweaked or optimized for other formats (like video) or channels - find your best performing assets and put them to work.

Refine. Ok, there's a sneaky fourth R. Once you have your process for sustainable growth in progress, it's important to keep refining and optimizing it. There will always be room for improvement throughout the end-to-end content process.
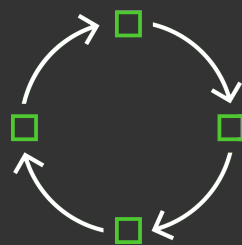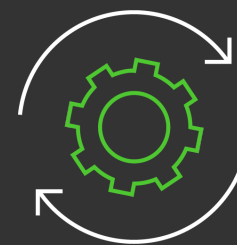
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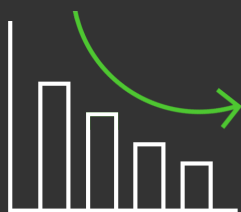
Reduce

Spend on content creation.
Time spent looking for assets.
Time to market.

Reuse

Use content/assets for the same reason, in the same way, 'n' times.

Repurpose

Alter content/assets and/or incorporate into other channels without completely recreating. Foster ideation/innovation.

Reduce

When you implement the other two Rs, you can reduce the need to create new assets, as well as the time spent looking for existing assets. This allows you to get your content in front of your audience much more quickly. And a fast time-to-market means you can share relevant, personalized content at the right time.

When you do need to create new assets, eliminating silos, streamlining processes, and improved collaboration reduces the cost of those new assets.

One Sitecore customer, a leading luxury European car manufacturer, revolutionized their content processes by centralizing their asset repository and project management solution for content-oriented marketing. Where content and assets had previously been housed in dozens of locations, this change enabled them to produce high-quality, customer-centric content and holistic campaigns to support 1,600 projects a year, 50+ models, 80 markets, and 30 languages. This pivot to content-oriented marketing has been a game-changer. By streamlining their processes through a central hub, they were able to cut their content development process times dramatically. For their global digital campaign, this was cut from 83 days to 33 days. A huge **63% reduction**. While their print campaign went from 58 days to 40, an impressive **31% reduction**.

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Reuse

Reusing content might sound completely wrong to you. In fact, you've probably heard time and time again that *new*, fresh content is key to keeping your audience engaged. Surely, they'll just switch off if you share something they've seen before.

Well, no. We hate to break it to you, but your customers don't read everything you write. And they don't watch every video that pops up on their social feed. They certainly don't open every email.

So, it's important to share that content via multiple channels. Some people love the written word, and they will gladly delve into your blog posts. Some people's eyes will glaze over after two sentences, but they will happily pause to watch a video. And for others, a short and snappy social post is the best way to get their attention.

This is where content modularization comes in. The process of creating small blocks of content that are pre-approved, stored, and reused across channels. By mixing and matching in different ways, you create new pieces of content, allowing you to deliver personalized omnichannel marketing with ease.

And if you're using headless architecture, it's *even easier* to reuse content across all your channels. Even the non-traditional ones, such as kiosks or electronic billboards. With headless capabilities, you only have to build out your content once and then you can sit back whilst personalized experiences are delivered to your customers across every channel.

Repurpose

Repurposing content is all about finding new ways to use the same content again and again, and again.

The most important place to start, is with your greatest hits. The content that *really* resonated with your audience. The ones that drove clicks and opt-ins and purchases. Find them, refresh them, and share them again! Because, as we discussed above, *not everyone is checking out all of your content all of the time.*

Let's say you sent an email that garnered a click-through rate double what you normally see. What should you do with that email? Raise a glass to its success and then get back to coming up with fresh email ideas? No. You want to replicate and outperform that engagement.

Try sending it again. Not straight away, maybe a few weeks down the line. With a different subject line that targets the people who didn't open it the first time. Or use the same content in a LinkedIn post.

Or break up each section into snackable pointers that you could share as Tweets.

This is what repurposing content is all about. Reformatting and refreshing content that speaks to your intended audience. And when you consider the cost of a single piece of content, and the potential ROI if it's repurposed at least once, you'll want to reconsider your current content strategy of 'create, publish, and move on'.

Not sure how you go about finding your greatest hits? This is where the content hub comes in. It provides you with the analytics you need to assess what performed well and what flopped. All the information you need, at your fingertips, to efficiently reuse and repurpose your content.

Refine

Take what you need when you want it.

When it comes to your content strategy, there is always room for improvement. As you begin to see the benefits of applying the three Rs, your strategy will naturally evolve. More channels, new campaigns, deeper personalization. You will have a constant need to refine and update your capabilities around the three Rs.

And being able to optimize your content strategy can depend greatly on your content maturity. By some measures, businesses with a mature, omnichannel strategy are seeing customer retention rates of up to 83%, as opposed to 53% across the board. They're also improving customer satisfaction by almost 23 times more than their competitors.[3]

The bar is high, but you don't want to be comparing yourself to the likes of Amazon just yet.

Increasing or working toward the content maturity that fits your business will improve your ability to implement the best practices associated with sustainable business growth.

[3] Minkara, *'Omni-channel customer care: How to deliver context-driven experiences',* Aberdeen, October 2017.
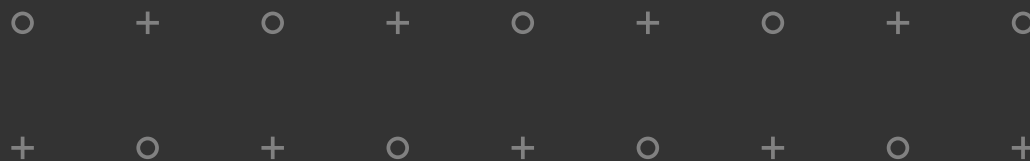
Your keys to understanding content maturity - we've identified four stages to help you understand where you are in your journey:

01

Tactical publishing: Your business might be at the first stage of maturity if you're publishing content on an ad hoc basis. Perhaps you've tried to build a content calendar but didn't stick to it after the first week.

In terms of the channels you're using, your blog contains a handful of posts (even though the last one is from about two months ago), and you're sharing content through one or two social media accounts.

02

Experience delivery: At this stage of content maturity, you're pairing tactical publishing with analytics, digital experience, and personalization. You're striving to deliver content that is more contextualized to the needs of each customer and more consistent across the different channels and devices where they engage with your brand.

There is probably a centralized repository for content, and your marketing strategy will include serving content based on experience objectives and personas.

03

Multichannel reuse: You already have an understanding of how to reuse content and assets across channels and campaigns for a seamless multichannel experience, meaning you're already operating for efficiency and scale.

You and your marketing team may also be measuring the performance of content throughout the customer journey to see where it's adding the most value, helping you to focus on resources that really have an impact. You are proactively focusing on the outcomes of multiple channels and numerous teams in your organization are getting value from your content.

04

Modular enterprise content: At the top end of the content maturity scale, you see content as a valuable business asset. You're realizing the full potential of omnichannel content by modelling and managing it in an entirely modular way.

With centralized content planning, creation, and management practices, you can produce granular assets that can be assembled, mixed and re-used to suit virtually any customer need or channel. And there are always ways to optimize further - keep track of your top-performing content and ensure you put it to work.

Building toward content excellence isn't necessarily a straight line, and there's always the potential to make improvements at every stage. Improvements in processes, greater investment, new resources, and the implementation of technology solutions that can unlock and lead to significant benefits.
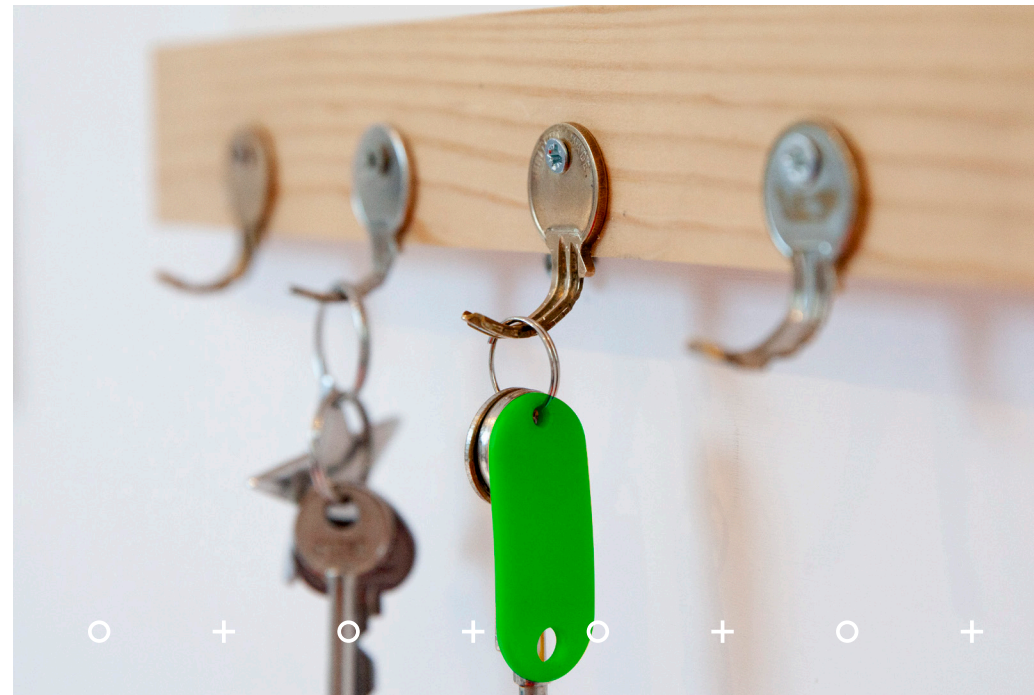
Reduce, reuse, and repurpose for a brighter future

How many pieces of content does your business have tucked away? Blog posts, video guides, infographics, podcasts, an image gallery - it all stacks up. And every piece could be just what you need to deliver the next key messages to your customers.

When you embrace a sustainable approach to your content strategy, you'll see the impact throughout your business. From your KPIs, to your profit margins, to your teams themselves. Not only will you reduce operational stress within your own business, but repurposing content will also help you increase the speed at which you can react to customer needs. Ultimately, bringing disparate teams, data, and content creation processes "under one roof" will help you deliver more consistent experiences and allow you to utilize content as fuel for business growth.
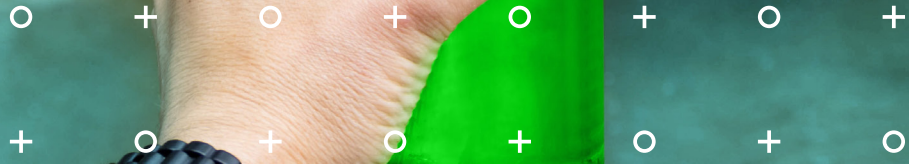
It's easy pickings with Sitecore Content Hub

Sitecore Content Hub™ brings together powerful cloud-based technology to centralize content planning, creation, collaboration, management, and distribution.

Through it, teams can build content strategies, track production processes with clear workflows, store finished assets in a centralized location, and leverage AI and machine learning tools to simplify content discovery.

With a single, collaborative user experience for all content stakeholders, Sitecore Content Hub not only streamlines the process of creating and distributing content, but also improves the consistency of delivered experiences by eliminating duplicate work and increasing opportunities for content reuse.

Take a sustainable approach to managing your content and fuel business growth.

Get in touch to see how Sitecore can help you today.

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