INGENIUX

The Evolution of Structured Content Marketing:

Author Once, Publish Everywhere

Contents

Marketers today face an incredibly complex task in delivering content across formats and business processes. Investment in CMS solutions, CRM solutions and a myriad of other systems has taken place, and yet marketing teams are still suffering tremendous difficulties in being able to create and distribute this content effectively.

From authoring content across the organization and bringing it together in the right way, to delivering it to multiple customer touchpoints, across the entire customer lifecycle, these complex content issues must be addressed.

Many marketers are beginning to identify that the issue lies in how they create content. Their conclusion is that they need structure applied to this content from the start to succeed.

The Nature of Today's Content Problem

The first wave of addressing the increasing number of channels and the advent of digital marketing was to deal the issues separately. As the number of outputs grew this siloed approach became increasingly painful to manage. Today many marketing teams are drowning under this model.

This issue is further compounded by the fact that in many cases important marketing content doesn't originate in the marketing department. In some cases, it isn't created by marketing at all.

The content that you need to support your marketing efforts is created across the organization by different departments and teams. This content may include:

- New content created in marketing
- Help documentation from development or product teams
- Support content such as a knowledge base created by the support team
- Product documentation from the product team
- Vision art content created by outside authors
- Training materials
- Industry news and research
- Customer Feedback

If you are in an industry like financials, life sciences, pharmaceuticals or medical devices, a lot of the content you need for marketing may be highly technical or complex. In these cases, an unstructured or siloed approach is even more painful.

It's not enough that the content marketing needs is spread across the organization and owned by different departments, but the

format of that content also varies widely. You find content in Word documents, stored in structured content repositories like DITA, XML or Markdown. It could be located in file-shares, in various databases, or as web content in the form of HTML.

To be effective, you need to bring this content together and then mix and match it to create the right marketing content. You can then deliver the content in different packages and formats, such as:

- Web Content for the main website
- Web Content for micro sites
- Web content that is syndicated to partners
- PDFs & Word Documents
- Emails
- Social media
- Mobile applications

Often the content is adapted to the audience or geolocation or some other variable.

For most organizations, this process is currently extremely painful and fragmented-resulting in a multitude of issues including off-brand messaging, multiple versions and the same content being created multiple times by different teams.

Picture the financial organization with multiple product lines across multiple markets. The marketing department pulls information from across departments to create the necessary content it needs. Up to 50% of the same content is used across product lines, but it may vary slightly depending on the audience and location of the consumer. Add to this the need to deliver this content across multiple channels such as email, the website, and print.

Every marketer in this situation needs the same thing:

- A way to pull together content from different places and in different formats into a central location to work on it.
- The ability to mix and match content and package it in multiple ways.
- A way to personalize content or make minor, yet critical, adjustments based on specific parameters or variables.
- The ability to deliver content to different channels.

The Chief Content Officer & The Content Architect

There are two important roles you can employ in your company to help you get a handle on all this content and figure out how to ingest it and organize it so you can reuse it, restructure it and deploy it to multiple channels: a Chief Content Officer and a content architect.

The Chief Content Officer (CCO) is responsible for overseeing all initiatives related to content across the organization. They collaborate with departments across the company that produce content and help define an overarching content strategy. The CCO defines standards, processes, systems and best practices the organization follows for content creation, management, and delivery, in addition to how you can repurpose content from across the organization.

The content architect is a new role to marketing (although not necessarily a new role in the organization). This person is responsible for developing a content strategy that outlines how content is created and used throughout the organization. This person helps organize all content, including marketing content, recommending the best approach to structure it so it can be re-used in a variety of situations and across channels and devices. The content architect defines the content model, including topics, categories, metadata, as well as any governance, workflow and other business rules around it.

In some cases, you might also work with an external consultant to help define your content strategy and intelligent content model. These consultants have invaluable expertise in similarly complex scenarios.

Consultants can work effectively across your organization to understand the current content situation. They can recommend a best practices strategy for developing an intelligent content model and how to implement that strategy with the least amount of disruption possible. Because they are external, content strategy consultants don't show preference to any existing content model or content development approach; their goal to is to help you build the most effective content model for all your organizational needs.

The content architect also helps determine the best authoring and publishing system to support your structured content model and publishing requirements. What these architects are finding is that the systems they currently use to manage and deliver content can't support all their needs. But they also understand they can't take down every system they have and start from scratch.

Focusing on a Structured Content Model

Organizations have come to the conclusion that the key to resolving their content challenges is to focus on content at the authoring stage. They need to find the best way to structure content so that it can be created once and then re-used and repurposed in many ways. This is particularly important for marketing as it produces so many different types of content with a great deal of content overlap and it doesn't want to recreate the same content over and over again.

A structured content model means that content is created and stored in a way that enables marketing to reuse it without needing to maintain multiple copies of it for different purposes. The idea of creating and managing separate versions of content for each campaign, channel, or device is a waste of time and effort, in addition to a content management nightmare trying to keep the content in sync.

You may not be able to enforce all departments to create content following a structured content model. If these departments aren't using some type of authoring system to manage the content they create, then it's impossible to do. What

is required is a way for marketing to author structured content and potentially ingest or integrate other content repositories when needed to bring all content into its structured content model.

From your content repository, you then design your content and deliver it to different channels – website, email, print, an external web application, social network or mobile device. You can use different elements of a content asset to create a new piece of content, or you can format a content asset in different ways depending on the channel or device. This is the inherent nature of intelligent or structured content and the only way to overcome your content challenges.

A structured content model is:

Structurally rich. You know exactly how your content is structured, what each piece means in the broader context of the full piece of content. There is no definition of how the content looks, but by structuring the content, you can easily apply different styles to display the content in each channel or device.

Semantically categorized. When you apply taxonomy and metadata to content, the content gets more meaningful because you add additional information to describe the content that you may not put into the actual content item itself such as behaviors, processes, rules, structure and descriptive information.

Automatically discoverable. A search based on structured content, a strong taxonomy and metadata support discoverability of the best content through faceting by category, content type or facets.

Reusable. You can manage any and all content for your website and business systems in your CMS, and deliver it on demand to whatever front-end interface requests it, whether it's to a website built on top of the web experience platform or to a completely separate web application.

Reconfigurable. You don't always want to see a content item the same way every time, so it needs to be created in a way that enables people and machines to configure it.

Adaptable. You can render structured content dynamically based audience segments, visitor behavior, devices, business rules, and other factors. In this case, structured content supports personalization across multiple channels.

Why Most Content Management Systems Can't Support Today's Content Challenges

You've spent a great deal of time and effort developing a structured content model, but when you attempt to deploy this model using your existing authoring and publishing solutions you find it doesn't work the way you expected. There are a few reasons for that.

Many of today's CMS solutions can't help you manage content that follows a structured content model. They typically store content in BLOB (Binary Large Object in a database) format. Essentially, you have content that is stored as a single element and can't be broken into parts easily. This approach also does not allow you to retain any structure that has been created previously in the content.

There's no way to break this BLOB content into individual elements, often referred to as modularizing or content chunking, that you can then reuse for other channels or audiences. When you create and store content in this way, it's also tightly tied to how it's presented in a channel, so you can't adjust the formatting to make it work for other channels or devices easily.

There are newer Headless content management systems that support a more flexible approach to content distribution, but they lack a structured content model and do not offer supporting functionality such as advanced workflows and rendering.

The Three Core Things You Need to Support Structured Content

To support a "create once, publish anywhere" marketing content strategy, you need an authoring and publishing solution that provides three core things:

Structured (Intelligent) Content Model

With a structured content model, your authoring system creates content following an XML schema and stores the content using a very granular set of tags and metadata. The taxonomy and metadata help define topics and chunk the content either in elements (the structure within a page or document) or components (XML fragments you assemble to create a dynamic content output).

You can then pull the content chunks you need together to create a unique experience for each campaign, channel or device. If the content on the backend is updated, all content assets that use that content are updated as well. You can also apply business rules and other governance rules to the content as it's processed to personalize the content for an audience or visitor.

Built in Content Compliance/ Governance

Your authoring and publishing solution also needs to provide a layer of governance to ensure you manage your content according to your business or compliance rules. Proper security and permissions to create and modify content, in addition to proper permissions to view content are necessary. These rules also need to apply to any content you integrate from other content repositories. Other governance requirements include auditing of content, workflow processes for review and approval and reporting on content usage.
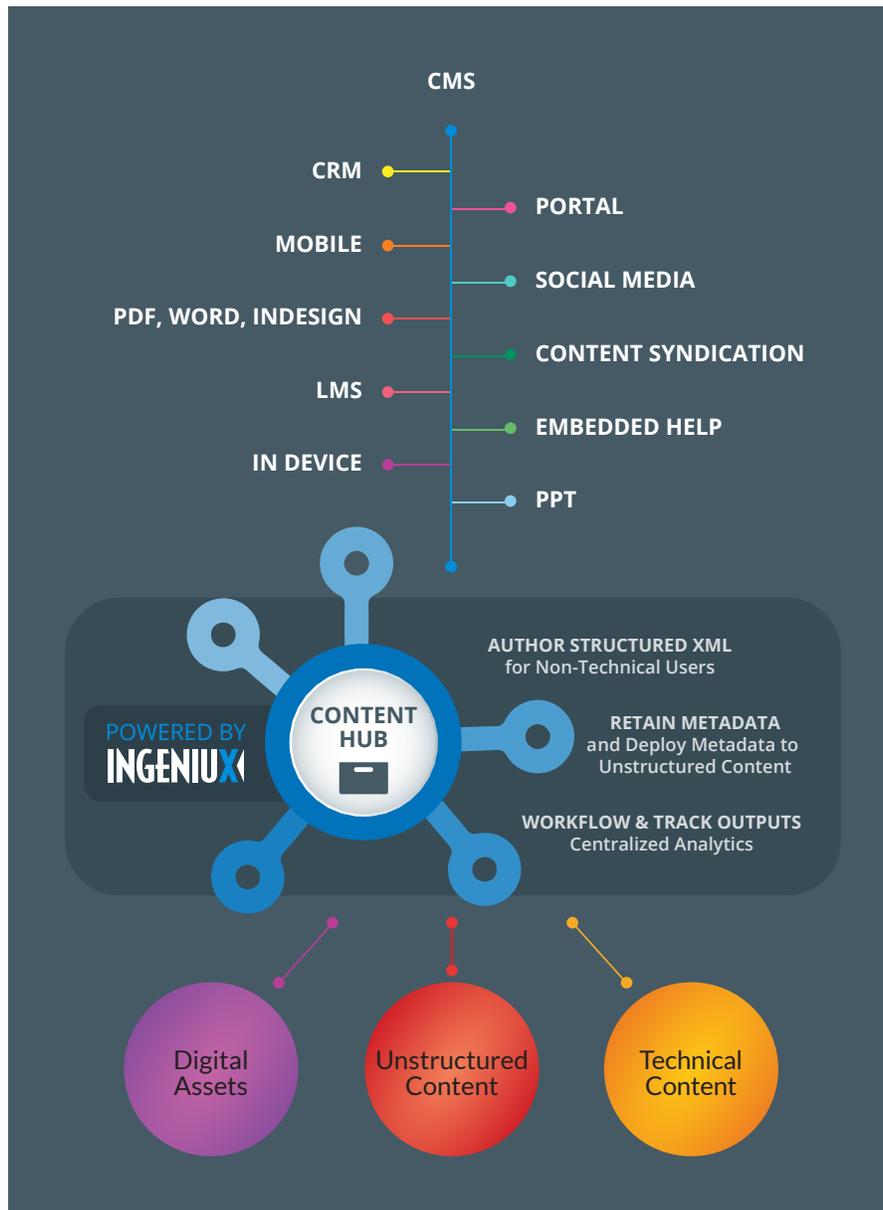
As a bonus, it would also be good if the solution supported the ability to insert rules directly in your content to adjust content elements for things like minor text adjustments or personalization and targeting.

Decoupled Architecture

This is an absolute requirement in many cases. Organizations have deployed a large suite of solutions to communicate with their audiences and replacing these systems is not an option. A decoupled solution allows you to publish into these systems and deliver content without the expensive process of replacing your existing infrastructure.

An authoring and publishing solution with a decoupled architecture completely separates the creation and management of content from the delivery content. This separation means you package your content in any way you want and deliver content to any channel, device or App, whether that's online or offline. You can add processing in a middle tier or in the presentation layer to adapt the content according to personalization rules like visitor, audience or segment, demographics, geolocation and more.

A decoupled architecture enables you to push content into existing environments without major rebuilds or customizations. Called "Content as a Service," or CaaS, you can easily integrate content into existing applications and continue to manage the content from your authoring system.

CMS

CRM

MOBILE

PDF, WORD, INDESIGN

LMS

IN DEVICE

PORTAL

SOCIAL MEDIA

CONTENT SYNDICATION

EMBEDDED HELP

PPT

POWERED BY
INGENIUX

CONTENT HUB

AUTHOR STRUCTURED XML
for Non-Technical Users

RETAIN METADATA
and Deploy Metadata to
Unstructured Content

WORKFLOW & TRACK OUTPUTS
Centralized Analytics

Digital Assets

Unstructured Content

Technical Content

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How Ingeniux Can Help

Ingeniux was supporting structured content when structured content wasn't cool. The idea of a create once, publish anywhere approach to content management is something we have believed in from our beginnings and have improved upon with each new version of Ingeniux CMS.

Today's Omni-Channel marketing challenge has changed everything, including your customers. Their expectations for more personalized contextual, detailed content is forcing you to rethink how you create and manage content and deliver customer experiences. Your needs have become too complex and too diverse to fit in a traditional CMS.

Ingeniux empowers you to manage content for multiple websites, applications, and portals from a central location. Our decoupled architecture and structured content model allow you to author once and publish to websites that support marketing, deliver content to mobile phones and apps, create secure portals, web-enable DITA, and tech docs, create knowledge bases, create print documents, and manage content in multiples languages and locales.

Ingeniux CMS has a unique decoupled architecture and a structured "intelligent" content model that enables you to overcome your existing technology limitations and deliver content to any output, without the need to redeploy your existing infrastructure.

It can connect external repositories to combine external content with internally managed content. You can also import external unstructured content into the CMS and apply structure to it to use effectively in your marketing activities.

Organizations need to deploy content and fill in gaps where it is not working, without needing to take down existing infrastructure. Ingeniux supports Content as a Service scenarios, allowing you to keep your existing delivery tiers and still take advantage of structured content managed within the CMS. Ingeniux feeds content into existing sites, applications, print outputs, mobile, embedded devices and even existing portals such as Salesforce, without needing to remove the existing infrastructure. CaaS allows for pilot projects to be effectively tested with a subset of content and outputs.

Ingeniux is unique - we have a solution that provides structure and CaaS capability: the winning combination.

To learn more about how Ingeniux can deliver the next generation in structured authoring and publishing, give us a call.

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