

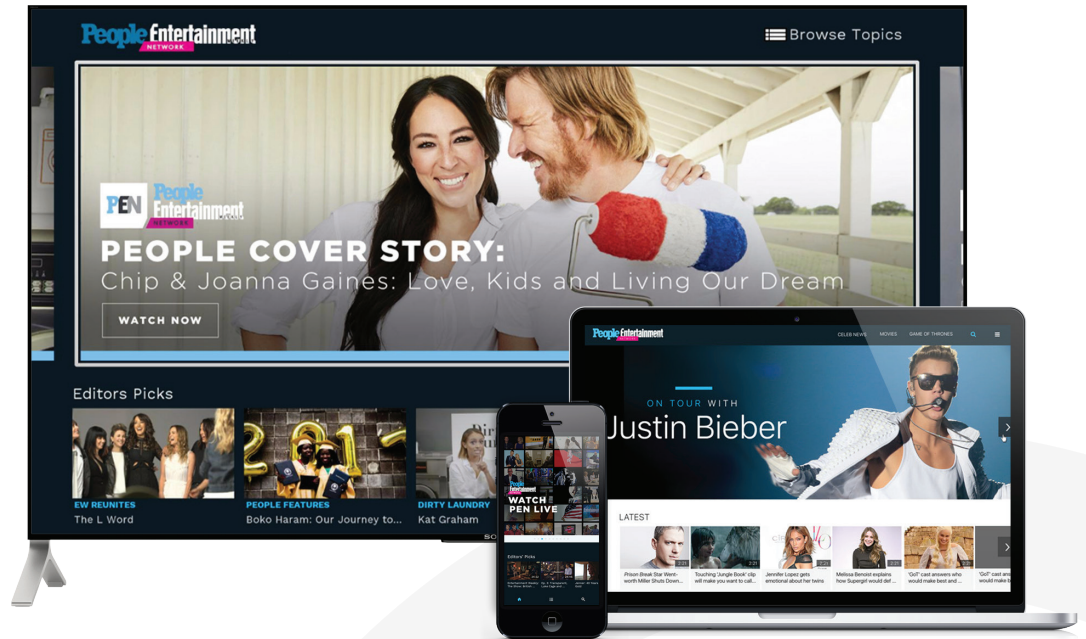


5 WAYS TO DELIVER A STRONGER DIGITAL EXPERIENCE FOR YOUR BRAND



BRIGHTSPOT®

HOW COMPANIES CAN IMPROVE BRAND EXPERIENCES



Creating great digital experiences at lightning speed across multiple channels is tough. In our highly saturated digital culture, businesses must constantly re-evaluate customer touchpoints and deliver more personal experiences in order to stand out among the competition.

To adapt to this fast-moving and constantly-evolving digital landscape, companies must be agile, which means they're able to respond and move quickly and easily. However, legacy systems can make agility and flexibility seemingly impossible to achieve without at least requiring a massive time investment. Additionally, producing personalized content requires producing more thoughtful content. Operationalizing the production, review and publishing of personalized content requires a systematized approach, or better yet, a smart system that is equipped to speedily deliver personalized content.

Marketers and publishers know that creating an engaging and personalized digital experience is both a strategic priority and a challenge. Luckily, using a combination of best practices and integrating a platform designed to accelerate the development and delivery of digital experiences can help. Read on to learn how to make delivering stronger digital brand experiences easier for your company.

1

REDEFINE THE PERSONALIZED EXPERIENCE



Tristan Harris, a former design ethicist at Google and the founder of Time Well Spent, was recently musing on the Sam Harris podcast about the future of personalization, “let’s say in the future, YouTube is even better at knowing what every bone in your body has been meaning to watch[...] what would be full and fulfilling for you.” This is the future of personalization - knowing what content to deliver, and knowing when and how to deliver that content.

But how do we get there?

To deliver personalized digital experiences, companies must invest in smart technology. This technology should give editors the power to develop customer profiles or track customer preferences and behaviors when consuming content, and just as easily distribute personalized content to these different audiences optimized for whatever device they are using.

The best digital experience platforms allow editors to tweak content based on user behavior, and location and demographics, all from the same interface. This personalized experience can then be distributed across whatever website, app, social media platform or even print collateral a company uses.

2

DELIVER RELEVANT EXPERIENCES FASTER THAN YOUR COMPETITORS

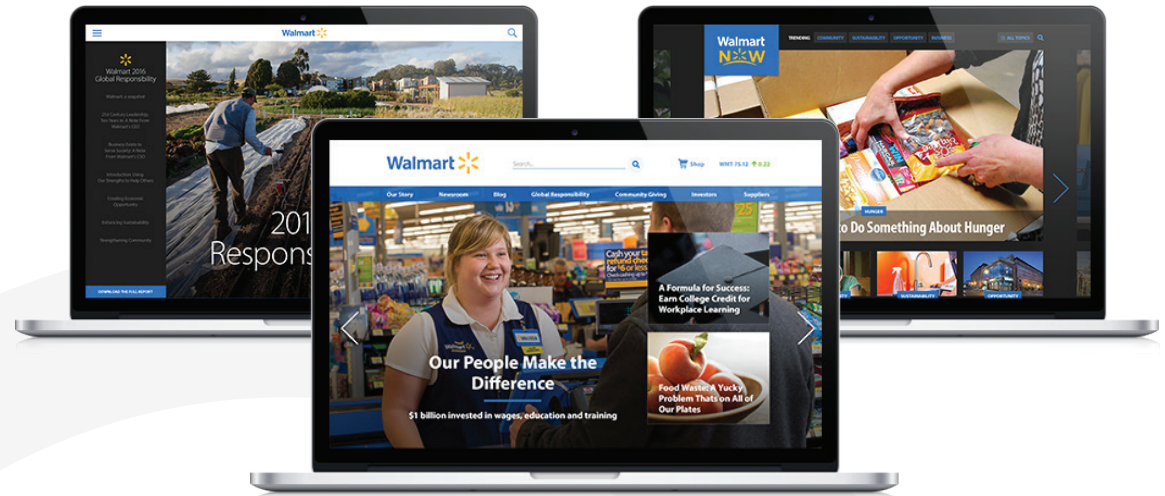


Creating a strong digital experience for your customers means being able to quickly make changes, whether that's to your website or by standing up microsites and landing pages on the fly. What that doesn't mean is submitting a ticket to IT, nor does it mean calling your agency which can result in painfully long turnaround times.

With the right platform, marketers can complete publishing and web editing tasks on their own within minutes or hours, rather than days or weeks. For example, by using a platform with workflows that automate common tasks, your team's editorial and publishing process will become faster, while also ensuring your teams can work how they want to work.

3

INSIST ON VISUAL CONSISTANCY



Some brand pleasures are more subtle than others. Brands have placed a premium on creating a strong and consistent visual style, including typography, logos, colors and imagery. While the challenge of maintaining consistency increases in the digital era as new experiences are launched, sub-brands are created, new products are introduced and promotions are offered, the importance of visual consistency cannot be undervalued.

This can make achieving visual consistency challenging for companies, forcing them to house assets in multiple databases. Brands that successfully promote a consistent visual identity make it easy by using a digital experience platform, built with search at its core, that can house all of its assets in one place, making finding, editing and using them seamless. A powerful digital asset management system (DAM) can save editorial teams a ton of time. These systems should allow editors to search for digital assets by tags, type and color, in addition to allowing teams to leverage the metadata of each digital asset to learn what assets are being used and how they are impacting your brand's digital strategy.

4

CREATE BETTER-THAN-TV VIDEO EXPERIENCES



With online video growing year-over-year and younger viewers watching 2.5 times more internet video than TV*; brands, and publishers vying for customer loyalty are investing in producing high-quality video. (*Source: Defy Media's Youth Video Report)

Video should be part of your brand experience in a way it has never been before. Using the right technology, your audience can watch a video on one device while reading relevant content on a second device, enhancing the audience experience with your brand. But it doesn't stop with relevant and synchronized content— you can create live-like video playlists, giving viewers the chance to discover and consume content personalized for them.

5

MEASURE THE PERFORMANCE OF YOUR DIGITAL EXPERIENCE



Analytics are integral to developing great digital customer experiences. According to McKinsey's Big Data, Analytics, and the Future of Marketing & Sales study, companies that base their marketing and sales decisions on data have a 15-20% increase in marketing ROI. This means that if you don't monitor users' behaviors and iterate and improve your processes, you're bound to miss out on key insights and revenue. Analytics, especially real-time analytics, allow marketers to monitor user behavior across any module and to measure every piece of content to determine if it's engaging, if it's converting and if it's leading to sales.

In the best-case scenario, you'd see performance metrics in the same place that you create the content—in your digital experience platform—so that you can tweak the content right there and watch performance increase. It's also important to have A/B testing capabilities to see which content assets and brand messages best support and build engagement with your brand.

Many marketers and editors watch these metrics, but most lose the ability to monitor content on valuable syndication channels. Thankfully, if you choose a cutting edge digital experience platform, you can actually see how your content is performing in syndication channels and base future decisions on where it does best.

CONCLUSION

Brightspot, a digital experience platform, was built and is managed by Perfect Sense, a full-service product company that drives innovation in web and mobile development for companies worldwide.

The digital landscape is changing rapidly and the consumer's mindset is changing right along with it. We all want to launch great digital brand experiences as quickly as possible. Legacy and siloed technology platforms make it harder to provide delightful and responsive digital experiences for your users. However, the challenge is conquerable, and the payoff in customer engagement and loyalty is enormous. Using the best practices we've described above, you can create smooth digital experiences that anticipate customers' unmet or partially met needs, creating stronger and memorable customer interactions with your brand.

Interested in learning more about how your company can create richer and stronger digital experiences with your branch? Reach out to our team of content and digital experience experts!

Want to talk with an expert about how to accelerate the delivery of digital experiences to your customers?

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