WoodWing

# The future of publishing: automated, atomic and channel-agnostic

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# Introduction

As a content specialist, you face a number of challenges in the new content landscape. You will need to create content that appeals to not one, but multiple content audiences. You will also have to provide new ways to monetize your content to compete with the increasing volume of information available for free online.

To thrive, you'll need to have a strong, reliable, and flexible content production core in place, so that you're optimally positioned to move ahead into the future of multi-channel content publishing.

To achieve this, you'll need to:

- Restructure your employees' roles and responsibilities, internally and externally

- Rethink your partnerships

- Strategically harness the power of emerging technologies

- Re-evaluate your current content creation and management business processes to ensure all your workflows run as efficiently and as cost-effectively as possible

This eBook draws on in-depth conversations with WoodWing customers, partners and executives. We are sharing their thoughts, advice, and insights on four future trends, like:

- How to appeal to and interact with multiple content audiences

- How to monetize content in a world where free content is the norm

- How to rethink employee roles and partner relationships

- How to benefit from and take advantage of emerging technologies

As we look at these trends, we aim to provide guidance in two major areas:

- The current challenges you and your peers face

- What you need to start doing now to prepare for the future

We hope that this eBook will help fuel ongoing conversation between content and software specialists on how we, as a community, can meet all these future challenges together.

# Appealing and interacting with multiple content audiences

Content companies have the ability to reach many more consumers than ever before, as distributing content across multiplying channels continues to become easier, faster, and cheaper.

This opportunity is due to factors such as: software solutions becoming more advanced; employees becoming more knowledgeable; and channels (like social media) becoming more competitive. The challenge you then face is how to capitalize on this access to new potential audiences while still continuing to satisfy the needs of your traditional content consumers.

## Make the business case for new content ventures

Content companies will need to thoughtfully consider which audiences and channels they want to focus on in future. In part, this exercise will be a discussion of how you can make your content unique to differentiate it from what else is out there in the market, as well as how you plan to monetize that content.

Make a business case for your reasons for targeting a particular new audience and channel, the specific types of content you aim to provide, and how you'll measure the success of this endeavor.

You'll also want to investigate whether or not you need to invest in additional resources such as technology and staff to make your content as compelling as possible to new audiences.

When looking at emerging technologies, you'll be weighing up the merits of augmented and virtual reality, machine learning, AI, and behavioral analytics.

## Reassess your current content resources

At the same time, assess your current content creation and management processes. You may need to overhaul workflows to make them more efficient and to rethink employee and partner roles and responsibilities. Your end goal is to have the capacity in place to allow you to rapidly scale up to produce more content, whether it's brand-new or repurposed, for new audiences and channels.

Aller Media is one example of a content company that uses WoodWing's software to increase workflow productivity. The Scandinavian magazine publisher is now able to increase the reuse and repurposing of its content as broadly as it needs across brands and countries. Read the full success story here.

An often overlooked aspect of repurposing content is how you manage your content archive. If you plan to use content again you need it to be easy to find - not disappear if it is no longer live on your website, for example. So, you'll need to centralize storage to your existing content and put effective tagging and taxonomies in place. This will ensure your content is quickly discoverable and accessible in just a few clicks.

You're aiming for the ability to unlock the potential of every piece of content you produce, to extend its longevity and its usefulness across channels, audiences, and devices.

Software like a digital asset management (DAM) system can help as it automates elements such as taxonomies, tagging, and the management of content assets. Those content assets may include images, photos, design files, brand logos, PowerPoint and Keynote presentations, spreadsheets, video files, documents, and more.

By having a solid taxonomy and strong topic tags in place, a content company can easily resurface older articles or slideshows as they regain relevance. For instance, such content may be very helpful in explaining the historical context of trending news or events to audiences.
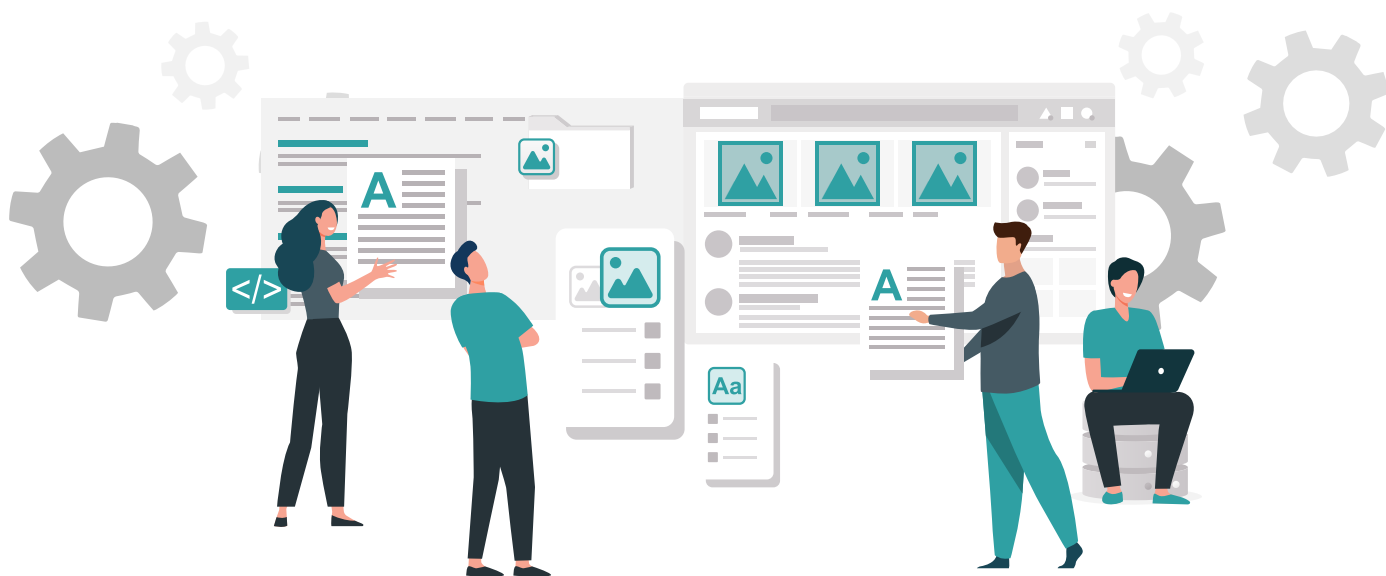
## Serve up content where audiences gather

At the end of this process of reflection and assessment, you should have a plan for how you'll balance the needs of your existing content consumers with those of brand-new audiences. How different are their interests, what are their user needs, how can you keep them engaged? Look at how other providers have already transitioned their content to fresh markets. Typically, the path to success is to start small and experiment and then gradually build out a loyal audience.

What's already clear today is that simply distributing undifferentiated content to as many audiences and channels as possible isn't the right way to begin building meaningful and profitable relationships with new consumers. Typically, if you try to appeal to everyone, you end up appealing to no-one. So a one-size-fits-all approach isn't going to work.

Make sure the content you offer is an appropriate fit for each channel and audience group on that channel. For instance, a business-related article is the right topic and targets the right audience on a channel like LinkedIn. However, the same content (even if it's in a different format) might not have the same effect or impact on users browsing through content on Facebook.

## Challenge your content audiences

Don't be afraid to experiment and mix up the type of content you present to your audiences. Using analytical tools, you can assess which types of content are most engaging for your different audiences, and use that knowledge to help guide your future content plans.

For example, just because some younger audiences may seem to gravitate to bite-sized pieces of content,

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don't assume that's the only type of content that any young people will consume. You may find that more in-depth content on certain topics retains their interest for longer. This could lead to a whole new stream of content.

And remember, although content companies are investing heavily in digital content, print continues to be a strong source of revenue, so don't neglect tried-and-trusted channels in favor of new media.

## Personalize your content

Some audiences will remain loyal to a long-time content provider no matter what happens in the market. However, underlying trends suggest the majority of consumers will be fickle, switching back and forth between content creators. In our convenience-obsessed culture, online audiences often read the content served up first by a search engine rather than navigating to a preferred site. So, how can you ensure your audiences keep coming back for more of your quality content?

Publishers of all sizes can learn a lesson from content giants like Netflix and Amazon. They use personalization to make their content hyper-relevant and convenient. In doing so, they increase customer loyalty and time spent viewing their content.

Think about the personalized recommendations you receive from Netflix (or any streaming service) based on your previous viewing. They use analytics to work out what your past viewing says about you and – looking at statistics from their millions of viewers – determine what else you might enjoy. If they get it right, it builds your trust in them and makes you more likely to return next time you need a boxset binge.

Next, consider Amazon. As well as being the masters of convenience, they're also experts in conversion. If you click on a product that isn't right for you, they provide numerous pathways to find something that is. Think about their 'Compare with similar items' 'You might also like' and 'Customers who viewed this item also viewed'.

Even without the millions of data points and sophisticated algorithms of Netflix and Amazon, publishers can emulate this by providing additional related content to keep their audiences on-site. For example, intelligently pulling in content on the same theme or by the same author; providing more in-depth content on the same topic or in a different format.

The longer people spend on your site:

- the greater the sense of relevance and loyalty you can build

- the higher exposure they have to advertising, which can help revenue generation

- the lower your bounce rate, which is an integral part of search engine optimization

You can also use the opportunity to promote gated content, which can convert an anonymous reader into a known entity. For example, if a reader views an article on classic cars, you could offer a free downloadable ebook on the same topic, in exchange for their contact details. This lets you target them via email with future content that may interest them, increasing the relevance of your brand to their lives. This could even become the basis for offering a paid subscription so they receive the latest classic car news direct to their inbox each month.  See more on paid subscription models below.