

PREVIEW

WoodWing

The future of creative operations

A high-performing content supply
chain fueled by exceptional technology



wood
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WoodWing is the content orchestration tech vendor of choice for creative operations leaders around the world.

Our suite of applications, integration platform, and managed cloud hosting combine to create your most efficient content workflows.

- All of your assets and collaborators working together in one place
- Intuitive creative workflows, accessible anywhere, anytime
- Standardized processes that maximize efficiency and agility
- Channel-neutral content creation for multichannel marketing

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Introduction and context

Supplying content to maximize on the omnichannel opportunity is a critical consideration for any media-rich organization.

Ambitious brands are recognizing that a high-performing content supply chain confers significant commercial advantages, by delivering content to support conversion across every customer touchpoint.

But they're also realizing that creating a streamlined system is challenging.

Such a system needs to accommodate large numbers of internal and external contributors, engaged in complex content workflows, handle thousands (up to millions) of digital assets, and disseminate them across an omnichannel ecosystem.

This white paper will equip marketing and content operations leaders with the knowledge you need to:



Seize the omnichannel opportunity to power revenue and growth



Meet the growing demand for content - without exhausting your resources



Combine business intelligence, creativity, and technology to create commercial advantage



Facilitate more effective collaboration - for productivity and profitability



Automate processes and eradicate inefficiencies that are holding back growth



Standardize processes to maximize the workforce agility and utilization



Identify and mitigate against costly pitfalls in the content supply chain



Adapt your People-Process-Technology mix for radical operational transformation

1.

The current state of content supply

A tech-enabled content supply chain is critical to your organization's ability to attract, engage and convert modern consumers.

The always-on, omnichannel marketing landscape has created unprecedented demand for content. High performers will rise to prominence by harnessing technology to meet demand. Whilst others will continue to struggle - and fall short - through inefficient content processes. Here are four key challenges facing the content supply chain.

The attention recession

[GWI research](#) uses the term 'attention economy' to describe the digital landscape that marketers and creative teams operate in. The attention economy is characterized by the battle for consumers' attention in an overcrowded market.

The lifting of lockdowns and re-introduction of real-world activities has exacerbated this, prompting what some analysts have called the 'attention recession'. Put simply, digital engagement is getting harder thanks to on- and off-line competition. In this landscape, organizations need to apply key principles to win and retain customers. GWI recommends:

- Focusing on distinctive assets to differentiate your brand and be more than just a time-sink
- Add value to consumers' lives - through boosting discovery, active curation, and escapism

It's clear the rules of engagement are changing post-pandemic and the shift to omnichannel is more complex than simply creating more content for more channels. To overcome the attention recession, omnichannel creators need to bring more creativity, imagination, and interactivity to their content - or risk losing customer engagement and loyalty.



Making time for creativity

One of the major challenges in the content supply chain is making time for creativity. Inefficient and excessively manual processes can steal time your creatives would love to spend on innovating. Creating a streamlined content supply chain that eradicates and automates manual processes should be a high priority - so that you utilize your creative talent for activities that add value to the organization.

Appropriately deployed technology equips employees to do their jobs efficiently and effectively. But complex systems and counter-intuitive workflows inhibit individual productivity. Failing to automate and streamline workflows, systems and processes costs your organization critical value.

Content chaos

One of the major bottlenecks in the digital media supply chain is content chaos. Content chaos arises thanks to the complexity of managing high numbers of collaborators, digital assets, distribution channels, and more. As the diagram below shows, these factors create a complex network of interactions and interdependencies.

Managing this complexity without technological assistance is a tall order - likely to require time and oversight from project managers to keep everything flowing smoothly. For example, ensuring the critical path of projects is met and creative resources are being optimally utilized.

Without appropriate technology to securely bridge the gap between different teams and contributors, there is significant risk of siloed teams duplicating effort. Even with expert oversight, this involves time-consuming manual intervention and management.

Medium liquidity

A final challenge in content supply is the emergence of 'medium liquidity' - the fact that new platforms and media can emerge and disrupt marketing and creative operations, forcing teams to adapt fast to new trends.

Content teams that focus more on effective storytelling workflows - and less on the intended destination of their content - will be best placed to pivot content for new platforms.