

A studio scene with two people, a camera on a tripod, and product boxes labeled 'WINGS' on a table. The scene is set in a professional studio with a white backdrop and various lighting equipment. A man in a striped shirt and a woman are working together. The woman is placing a box on a stack of 'WINGS' boxes on a table. A camera on a tripod is positioned to capture the scene. The floor is blue.

Content-First Marketing:

How to produce consistent content, faster



2020 was hard on most businesses, but for those whose marketing organizations still operated in channel-centric silos, it was brutal. These brands and retailers saw how difficult it was to respond quickly and effectively with a fragmented approach to content and messaging. On top of that, staff layoffs, remote operations and broken supply chains made it difficult to keep up with creative content production.

Going forward, marketing needs leaner, more agile and more efficient operations. A channel-first approach won't cut it.

The post-2020 state of affairs

Marketers must be ready to:

- Create marketing assets at scale with a lean staff and tighter budgets
- Continue creative production despite unexpected disruptions
- Ramp up new channels, messaging or vendors quickly
- Access marketing assets quickly and remotely across the organization
- Rework assets to reflect cultural change and shifting consumer demands

A content-first approach to multichannel marketing is the only way to achieve the efficiency and productivity needed to meet today's content demands.

56%

of brands experienced problems with their supply chain in March 2020.

62%

of U.S. shoppers say they shop online more now than pre-COVID.

Source: [Influencer Marketing Hub](#)

Building the better way

Channel-centric content production wastes resources, takes too much time and creates inconsistencies. **Content first, channel last** is a methodology, a workflow, a way of adapting to a rapidly shifting, consumer-driven world. Instead of creating content in silos, content first involves putting your content upfront with strategy, focusing on what you need, creating it well and then deploying that content to work for your brand.



Content first, channel last

It's a methodology, a workflow — a way of adapting to a rapidly shifting, consumer-driven, volatile world.

How does a content-first process work?

While the media inside of channels vary, the content for them must be consistent while still having relevant impact for each channel. Brand equity founded in consistency drives target audiences to consume and share. It will also save you time, money and reduce communication confusion.

So how do you implement?

STEP 1: Plan

As a cohesive marketing team — not a digital team, or a print team or a direct mail team, but one unified team — plan and create your campaigns inside a framework you can measure across all channels.

What does this campaign need to achieve? Who is your audience? What content do you need to create to support it? Who will create the content? Where will it live? How will it be transformed and deployed? What specifications need to be adhered to? Focus on what will drive your consumers, inspire them, connect with them, then detail what you need to make that happen. This sets the foundation to free up resources and time on the back end of your campaign so you can focus on staying ahead, instead of staying afloat.

~~PRINT MARKETING STRATEGY~~

~~DIGITAL MARKETING STRATEGY~~

~~DIRECT MAIL MARKETING STRATEGY~~

~~SOCIAL MEDIA MARKETING STRATEGY~~

~~EMAIL MARKETING STRATEGY~~

~~IN-STORE MARKETING STRATEGY~~

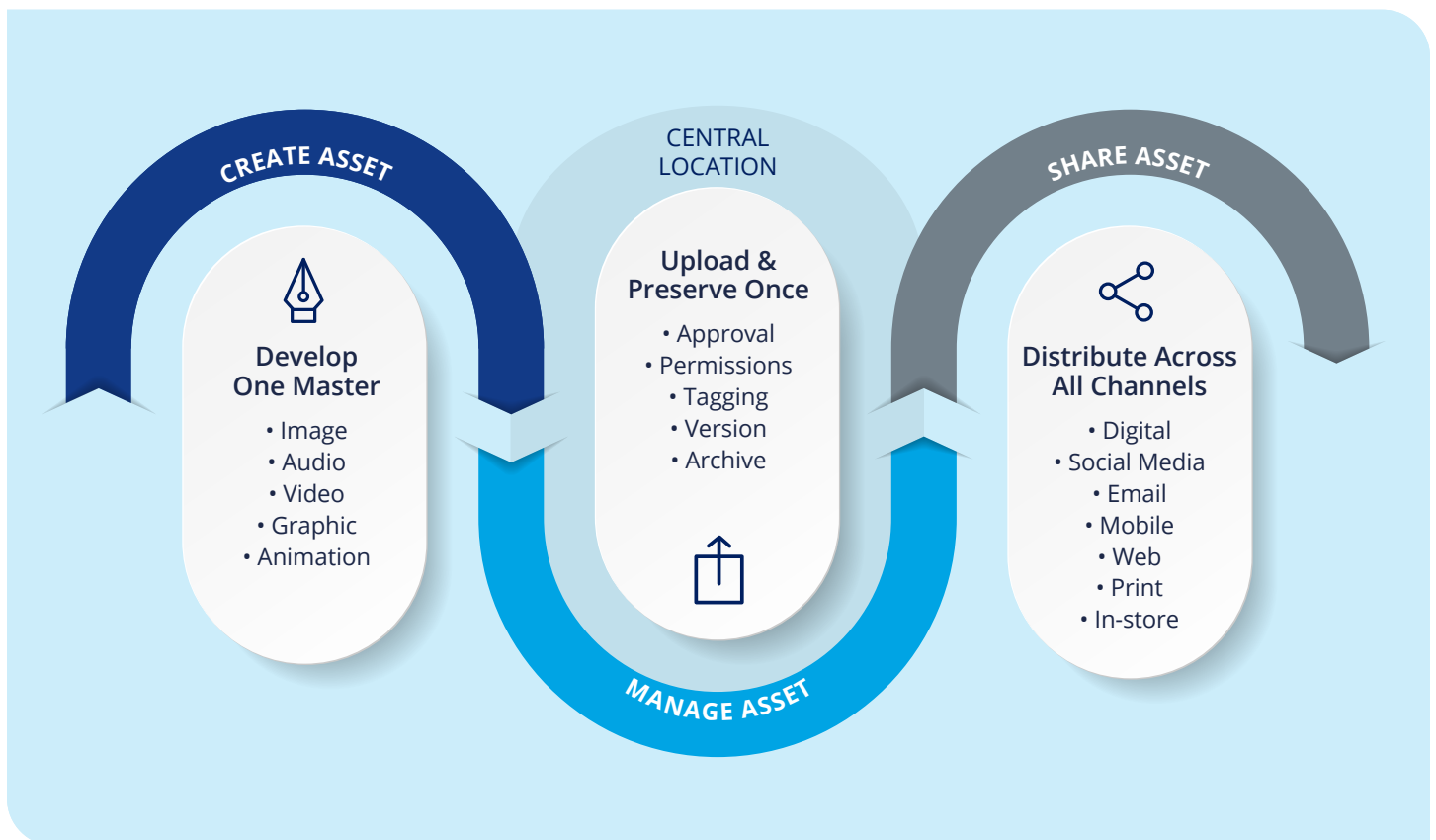
CONSUMER MARKETING STRATEGY 

Plan your campaigns as one unified team

STEP 2: Produce

Develop content. Take photos, get images, write descriptions and get them into a central location where they can be easily searched, pulled and prepped for use on your campaign.

This one central location for assets eliminates duplication, reduces lost time searching for the right asset and puts your content to work for you. It also establishes chain of custody. Each piece of content can then be groomed to the exact specs of the media selected for the campaign. This is the focused brand content that helps create a true-to-type customer journey.



STEP 3: Deploy

With your newly created content prepped and ready for multiple channels, it's go-time.

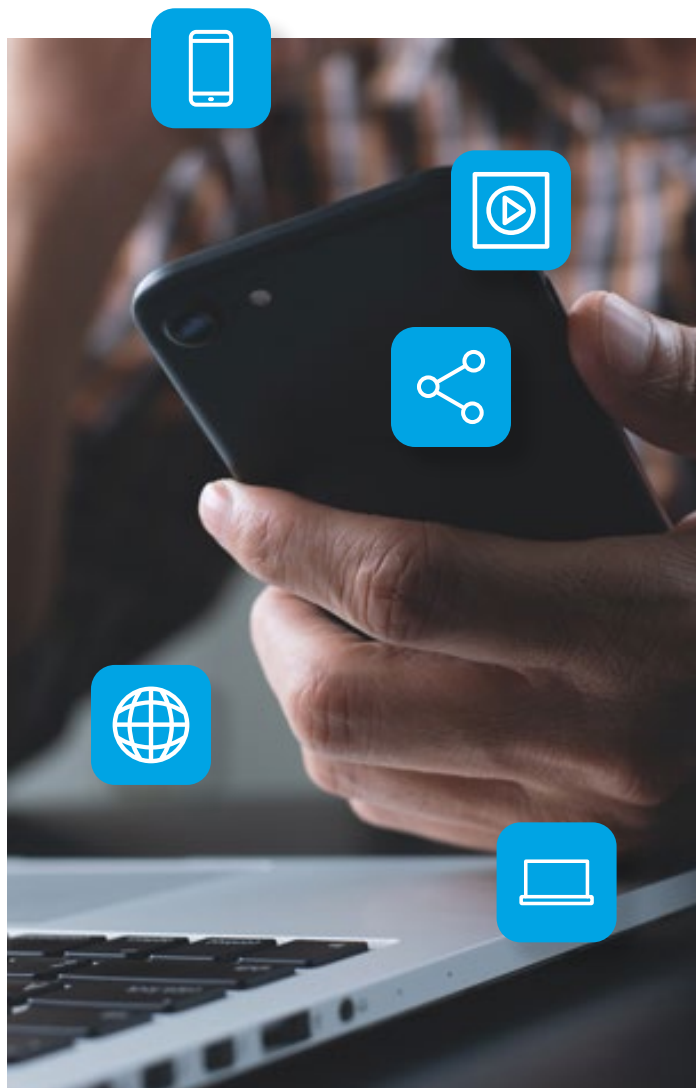
Executing takes coordination and collaboration. Your entire marketing team should be working from the same plan, reviewing and optimizing the go-live schedule for each channel deliverable, ensuring a seamless campaign launch. If your campaign includes print and digital channels, these should work together, and never be mutually exclusive. Having a central plan and unified assets offers your marketing team nimbleness to appropriately adapt to inevitable changes. Instead of falling behind, your team thrives and puts out more accurate, consistent content, faster, with less work. What's next? Plan the next campaign that will knock their proverbial socks off.

Stay one step ahead

If your marketing team is struggling to muscle through the current content needs, there is no way to stay ahead of what your consumers want next or where your brand is going. Misdirected focus is undercutting your marketing abilities. The right workflow keeps you in front of current consumer and campaign demands.

Time for a change

A content-first, channel-last workflow requires breaking up with traditional marketing silos and opening the door to change. A thorough review of your processes and workflows will identify challenges and corresponding opportunities. This exercise will clarify the path you are on, and the smarter path that lies ahead. Eliminating redundancy, finding the proper tools and simplifying your process creates time, resources and the ability for your team to give consumers what they want before they know they want it.



Consumer marketing strategy: Do it once, do it right

Your content, marketing strategies and campaigns should come from one central place.

Content first allows you to customize campaigns faster and reach your audience with consistent content, regardless of where they find it.

Effecting true change is hard. Survival in today's consumer-driven world depends on adaptation. Stop drowning and shift focus on what your company set out to do. Initiate change now; review your content strategy to uncover optimization opportunities; and stay ahead of consumers' insatiable need for content.

Work on your campaigns, not in them

Is your process working?



Ask yourself:

- Have you eliminated all the redundancies from your workflow?
- Can you easily find and distribute content?
- Do you hit your deadlines without scrambling?
- Is quality consistent?
- Does your workflow have a positive impact on other departments?

If you answered no to any of these, it's time to optimize your marketing operations to improve agility, reduce time to market, make better use of resources and reduce costs. Only a content-first methodology will provide the process efficiency you need to keep up with the scale of future content needs while managing disruption.



For more ways to improve marketing operations and how consumers experience your brand, visit [Quad Solutions](#).