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Digital

EMBRACING SUPPLY CHAIN PRINCIPLES FOR CONTENT

Embed capabilities that drive speed, flexibility, customer-centricity, and business value

In an age of relentless disruption and rising expectations, supply chain management remains a top business priority—even for the creators and publishers of marketing content. Embracing core supply principles can help CMOs unlock long-term value by streamlining content operations, embedding flexibility into the marketing function, and keeping the customer at the center of everything.

Increasing velocity

Deloitte Digital's Content Supply Chain approach plus Adobe solutions can provide marketing leaders with the strategy, tools, techniques, and tactics they need to add measurable value to the bottom line and greater influence the customer's journey. Integrating systems like Adobe Workfront, Project Franklin, and generative AI models can lead to capabilities that increase the velocity of the content pipeline—enabling greater cost savings, quality, and visibility into content inventory while reducing time-consuming tasks for humans.

POTENTIAL BENEFITS OF THE CONTENT SUPPLY CHAIN

(illustrative, based on Deloitte Digital's experience)

80%
improvement in speed-to-market for marketing content

25%
improvement in reusability of creative assets

75%
cost savings on creative and production staffing

70%
reduction in translations/vendor costs

Focused on impact

Content Supply Chain capabilities are about more than leading practices for web pages. An effective approach looks at content creation, sharing, and management from six supply chain perspectives ...

1. Customer-centricity
2. Demand adaptability
3. Automated fulfillment and distribution
4. Transparency and traceability
5. Synchronized planning
6. Sustainable and diverse sourcing

... to help CMOs deliver six key outcomes ...

1. Create a personalized relationship with your consumer base
2. Increase ROI and sales, driving marketing relevancy and influence
3. Enable faster, more accurate response to shifting demands for content with a flat budget
4. Improve visibility into content pipeline, timeline, and delivery risks
5. Reduce time to market and cost per content
6. Improve campaign prioritization and resourcing capabilities

Content Supply Chain demo
Experience solutions in action

A key element of an effective Content Supply Chain is a streamlined and simplified set of processes for getting content from the point of ideation and creation to the point of go-live—while also providing insights that can help decision-makers improve their efforts.

Deloitte Digital has developed intelligent experience management and analytics tools, as well as a Content Supply Chain design, that provides CMOs with an end-to-end platform that can increase the velocity, transparency, and effectiveness of content.

As an example ...

When embedded in an environment that includes Adobe Experience Manager (Project Franklin), Adobe Workfront, and Microsoft SharePoint, this toolset and architecture allows marketers to use forms and standard office applications to kickstart content creation. AI can then take that initial input and generate a first draft for review by a content team—after which it can automatically flow to compliance and regulatory teams for review. From there, content can flow back to the marketer for approval and launch scheduling— with a dashboard that allows the marketing team to understand how audiences and customers are engaging with the content.

End-to-end vision

Imagine an integrated system of action that leverages intelligent content creation, process automation, notifications, and analytics to speed content through the pipeline and increase the impact of marketing—with every step anchored in key supply chain principles.

1. Marketer submits content idea/request

2. AI generates first draft

3. Creative team reviews draft

4. Regulatory/compliance team reviews revised content

5. Marketer conducts final review and schedules launch

6. Analytics assess content performance based on KPIs and objectives

7. Dashboard provides marketer with performance insights and predictive analytics

8. Marketing team shares reports and modifies activities/content based on insights

Learn how you can design, create, and sustain a more effective Content Supply Chain with Deloitte Digital solutions and Adobe technologies. Contact us to get the conversation started.

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