



CONTENT LIFECYCLE MANAGEMENT

A virtual content factory that allows teams to strategically create targeted, relevant and on-brand content

THE PROBLEM

70% of marketers today lack a consistent or integrated content marketing strategy. According to Altimeter, "ad hoc tools...result in overlapping workflows and a hodgepodge of tools that are fragmented and often redundant."

The lofty goals of content marketing to constantly produce share-worthy content at the right time, while aligning with content strategy, have been hindered by technology. Separate teams using single-purpose tools creates silos and counteracts the urgent needs of content marketing:

- **Efficiency:** Time is of the essence when pumping out more/better/faster content. Switching screens and locking data in siloed tools soaks up unnecessary time.
- **Strategy:** Data, strategy, and process workflow must be seamless. Piecing click-through rates, post engagements, and audience segmentation in different tools inhibits analytics efforts. With strategic planning typically starting months before a campaign launches, it is difficult to align strategy with execution.
- **Collaboration:** Multiple teams, departments, and agencies are typically involved to create and distribute the best content. Instead of operating in silos and emails, technology should allow teams to partner together at each stage in the content planning process.

THE SOLUTION

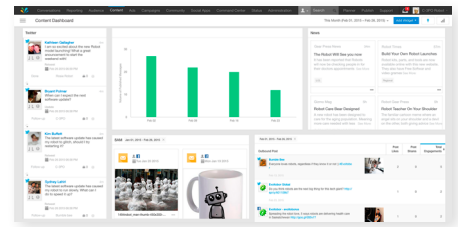
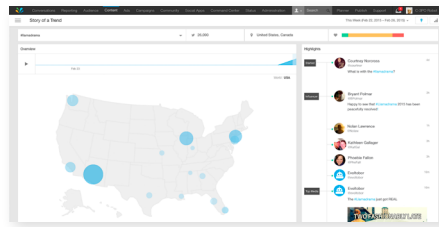
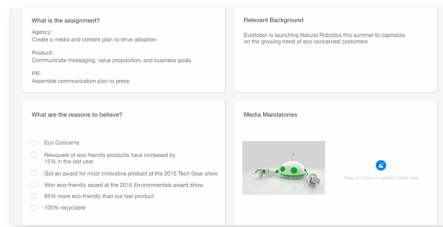
Content should be a reliable source to fuel the brand forward. Gartner suggests that content marketers "think like manufacturers" to produce "a replenishing pipeline of engaging content—a content supply chain—that helps feed the beast every day." Content strategy should drive and align the brand's content planning efforts.

An agile process in one content factory makes this possible. Sprinklr's Content Lifecycle Management brings the entire content planning process under one roof to strategically:

- Collaborate effectively across your teams, departments and agencies
- Rapidly develop brand-appropriate content
- Streamline your strategic marketing planning process

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"Content is the atomic particle of all marketing—essential for fueling paid, owned, and earned media"
- Altimeter

THE BENEFITS



PLAN, IDEATE AND COLLABORATE EFFECTIVELY

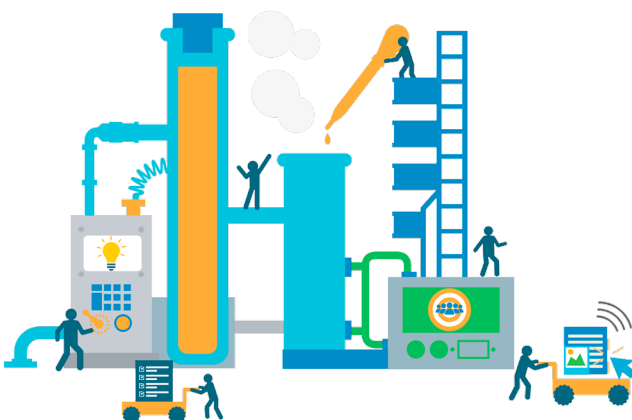
- Prepare and disseminate a campaign brief that designates the intended channel, audience, budget, dates and goals
- Build on ideas from inspiration
- Add collaborators, including other teams and agencies
- Create a project task list assigned to specific contributors and agency partners
- Discuss and chat about ideas and action items
- Plan calendar placeholders for marketing events and sponsorships to build around

RAPIDLY DEVELOP BRAND-APPROPRIATE CONTENT

- Discover real-time trends
- Research and dig into trending hashtags, tweets, media, and keywords
- Refine boolean searches by any given time range, hashtag, account, and keyword
- Create new content, source stock photography, or edit existing content for optimal relevancy
- Leverage extensive approval workflows and rules to govern content
- Verify that content meets brand guideline
- Detect posts that do not meet campaign guidelines and prompt for specific improvements

ELEVATE STRATEGIC PRODUCTION QUALITY

- Utilize a content dashboard with all pieces of the production process in one scrollable view
- Employ UGC content and garner user permissions to launch engaging, approved content
- View a campaign-focused planning calendar with team suggestions for new content
- Use well-performing content from the asset manager or even quickly edit content and images before publishing
- Align your content marketing strategy with an organized process to execute in one shared space





Sources:

Content Marketing Institute, Content Marketing in 2014:

The State of the Enterprise, July 2014

Altimeter, The Content Marketing Software Landscape, May 2014

Gartner, Building a Content Supply Chain, June 2013



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