

CONTENT LIFECYCLE MANAGEMENT IN REGULATED INDUSTRIES

Every marketing team in every industry is dealing with a big content challenge. As the number of channels customers use grows along with their expectations – **69% of consumers expect a consistent experience across a brand's channels** (Salesforce, State of Marketing 2020) – keeping up is becoming more and more daunting. That is perhaps most true for brands in highly regulated industries.

For such organizations, not only does content need to be ideated, created, approved, and distributed, but it also needs to adhere to stringent regulations. And on top of that, content needs to be versioned, archived, and stored so that it is easily recallable for audits.

Many marketers in regulated industries are increasingly worried about the tangled web of global privacy regulations their content faces.

Luckily, it is not all doom and gloom for regulated industries. It is possible to create, approve, review, and reuse all of the content your team dreams up – while ensuring every piece of it meets regulations. A flexible content lifecycle solution will help you streamline production timelines and empower you to use your resources as efficiently as possible from start to finish.

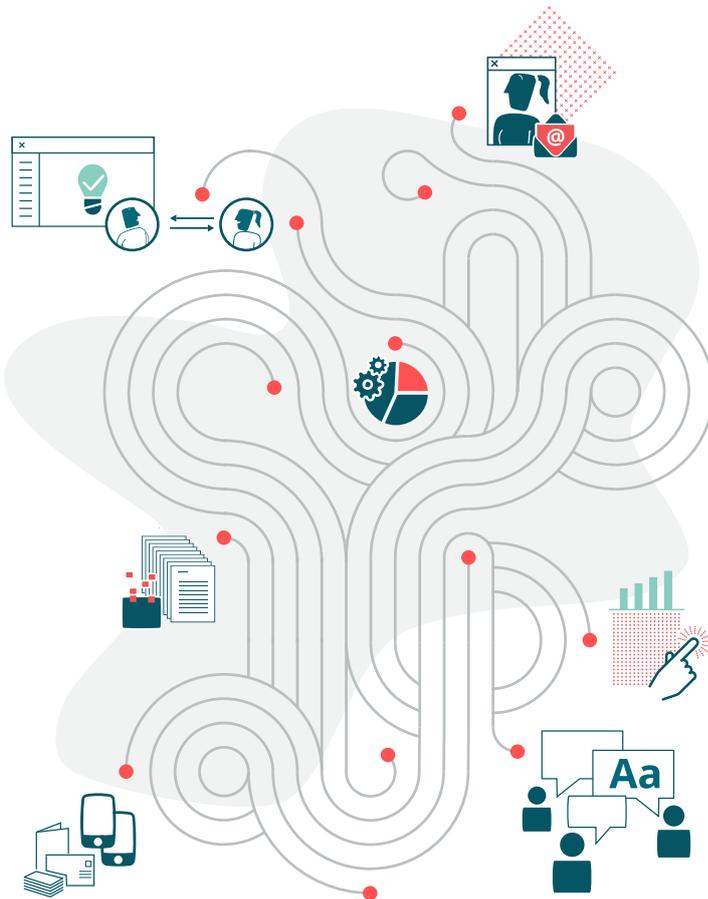
THINK REGULATORY REVIEW IS YOUR BIGGEST PROBLEM? THINK AGAIN.

Lots of brands in highly regulated industries think that regulatory review is their biggest challenge. In reality, though, their entire content production and approval processes may need to be reworked.

In fact, in recent research from Content Marketing Institute, 62% of enterprise respondents said that their top challenge in 2020 is “coordinating content marketing efforts among multiple departments and brands.” And as organizations grow larger, a lack of marketing coordination across departments can become a pretty big impediment to success.

Here are just a few of the challenges organizations face:

- *Stringent regulation with differences between regions*
- *Complex approval processes*
- *More content, channels, and audiences to manage*
- *Increasing customer expectations*
- *Time-consuming audits*



THE PROBLEM WITH REUSE

When you take a step back to look at content marketing in regulated industries as a whole, a shocking truth becomes clear. Despite the fact that content is so challenging to produce in markets guided by exacting regulation, the vast majority of brands simply are not reusing their existing content. And, sadly, brands miss those reuse opportunities because they cannot locate the content they could reuse.

Our partner Aprimo, a leading marketing technology company with vast experience in helping organizations in regulated environments, recently received illuminating research from one of their pharmaceutical clients. The company ran an internal survey with over 3,000 responses across 64 brands and 83 countries and found:

- *70% of created content is never used*
- *56% of respondents said they spend 4+ hours each week looking for existing content*
- *42% said they have had to try 7+ times to find the right content*
- *When content can be found, just over 50% said they trust the usage rights of their existing content*

Marketers in regulated industries could use the latest technology to more efficiently create and manage content. But the room for growth does not stop there. In the face of stringent regulations, companies might find the greatest successes by implementing a solution that makes approved content easy to find and reuse.

With a solution that covers the entire content lifecycle – from ideation to distribution and redistribution – companies will spend less time struggling to find the right piece of content, spend less time creating redundant content, and free their content teams to do exciting, engaging work that sees better ROI.



THE OPPORTUNITY FOR IMPROVEMENT

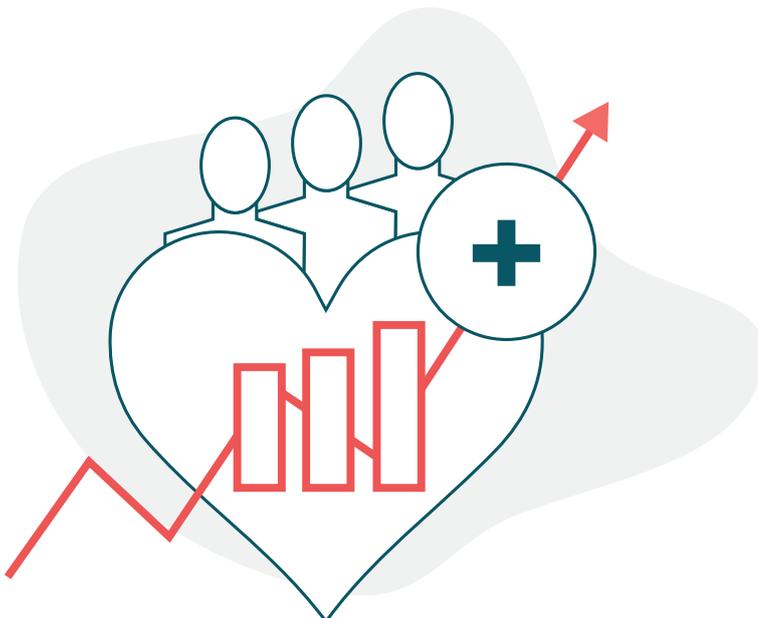
Content lifecycle solutions give organizations an opportunity to create, store, and reuse engaging content. By moving to a single, centralized content platform that can manage the entire process of creating, storing, using, and reusing content, they gain:

- *More efficient use of hours and assets*
- *Simplified approval processes*
- *Greater ease and assurance of compliance*
- *Increased content reuse*
- *Reduced time-to-market*
- *Efficient submission processes*
- *More visibility into workflows and ROI*
- *Improved ability to roll out new functionality like personalization or localization*

In a centralized content platform, digital asset management (DAM) can be integrated seamlessly. On the surface, digital asset management appears to have some comparable content management features as adjacent solutions like Web Content Management (WCM), Cross Channel Campaign Management, and eCommerce platforms.

DAM can indeed work with all these types of solutions, but a DAM's approach to content is different. While other solutions focus on managing content specific to a channel, DAM is optimized to manage content creation, management, and sharing for every channel.

DAM also supports multiple asset types, including video, 3D, audio, and other emerging content types, which has become increasingly essential as consumers now demand more rich, engaging content as they interact with brands throughout the customer experience.



A content lifecycle solution makes compliance simpler

Now:

What does your compliance process look like right now? If it is time-consuming, you risk slow time-to-market, minimizing the relevance (i.e., effectiveness) of your content. But if your compliance process is only a quick glance, you open yourself up to liability.

With a content lifecycle solution:

With a content platform that builds compliance into the entire process—from ideation to submission and archiving – you can rest easy knowing your content is compliant.

A content lifecycle solution makes audits easier

Now:

Since marketers are already spending more than four hours a week searching for content, it is safe to assume that collecting what you need for an audit will be a daunting, time-consuming process.

With a content lifecycle solution:

Any content you need to recall is available to people with the appropriate user rights with just a few clicks. In fact, we have seen as much as a 91% reduction in response time when organizations with a central content platform are audited* (*see survey on page 2). This means not only time saved, but it also translates to massively reduced costs.

We had inconsistent record keeping and ill-defined content production processes that resulted in not only internal headaches, but fines from regulatory agencies.

ELAINE SMITH

Marketing Systems Manager at Standard Life

DAM has enabled Standard Life to not only establish a single, centralized place where team members can go to retrieve brand and regulation-approved content, it enables us to intuitively and effectively collaborate.

A work management solution gives Standard Life the power to create robust, standardized processes that ensure regulatory demands are strictly adhered to and brand guidelines are followed.

For more details on this case study, [watch this video](#).

PROOF OF MROI

A central content lifecycle platform sounds like a good idea, but how do we know it will work for your organization? We have seen it pay off time and again.

One global pharmaceutical leader saw a 33% reduction in their time-to-market after implementing a centralized platform. Another company was able to use the platform to replace eight other marketing technologies.

Previous projects have also shown that the introduction of a central content lifecycle platform can result in a 26% improvement in productivity or that the number of promotional materials produced can be increased by 41%.

When you look at it from the long-term, it should always be the goal to have a strategic central content platform in place where you can adapt and optimize your processes. You want a content management system that manages the entire content lifecycle. You need to ensure that you can successfully manage all of your content – including all of the newer, dynamic content types.

RENÉ AFFOLTER

Director of Global Business Development at gateB

YOUR CONTENT LIFECYCLE CHECKLIST

If you are interested in finding and implementing a content lifecycle platform for your organization, we are here to help. Here are a few suggestions to consider in your content solution.

Look for a solution that can:

- *Manage your content from ideation and creation to approval and distribution, including reuse*
- *Provide compliant templates with customization based on user rights*
- *Include metadata and taxonomies for assets and content so the right people can easily find the right pieces for reuse*
- *Make content easily recallable — with the proper audit trail — in the event of an audit*
- *Simplify the review process by allowing annotation on all content types, including video and audio*
- *Automate submission to the relevant regulatory authorities*
- *Build brand and compliance checklists into workflows*
- *Make it easy to measure ROI on your content KPIs*

If you want to learn more about this topic, [read our recent blog post](#) and watch the webinar we co-hosted with our partner Aprimo for our contacts in the life sciences industry.

READY TO GET STARTED?

Our specialists can customize it for your brand's needs and integrate it into your existing marketing technology stack.

Let's talk about what a content platform can do for you.



Transforming Digital
into Value

About gateB

gateB is a consulting and implementation company that empowers national and international companies to unlock their digital potential and enable faster and smarter customer and investor relations.

With the intelligent use of data and technologies, we transform relevant business processes and generate quantifiable added value for companies and brands. gateB was founded in 2009 and employs more than 85 consultants, implementation specialists, and data scientists in Switzerland, Los Angeles and Singapore.

About Aprimo

Aprimo provides technology solutions for content, operations, and planning that enable enterprises to optimize their brand experiences and the resources they use to deliver them. Aprimo's platform gives enterprises the advantage by streamlining and governing all the behind-the-scenes activities – from ideation to distribution – involved in delivering exceptional brand experiences.