

Controlling Content Chaos with Content Orchestration

Reduce friction to gain effectiveness and efficiencies.

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TODAY'S HOST & GUEST



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Maturing Content Ops to Content Orchestration

An evolution, and a bigger change than you think

Content operations are the people, processes, and technologies involved in creating, storing, managing, and distributing content.

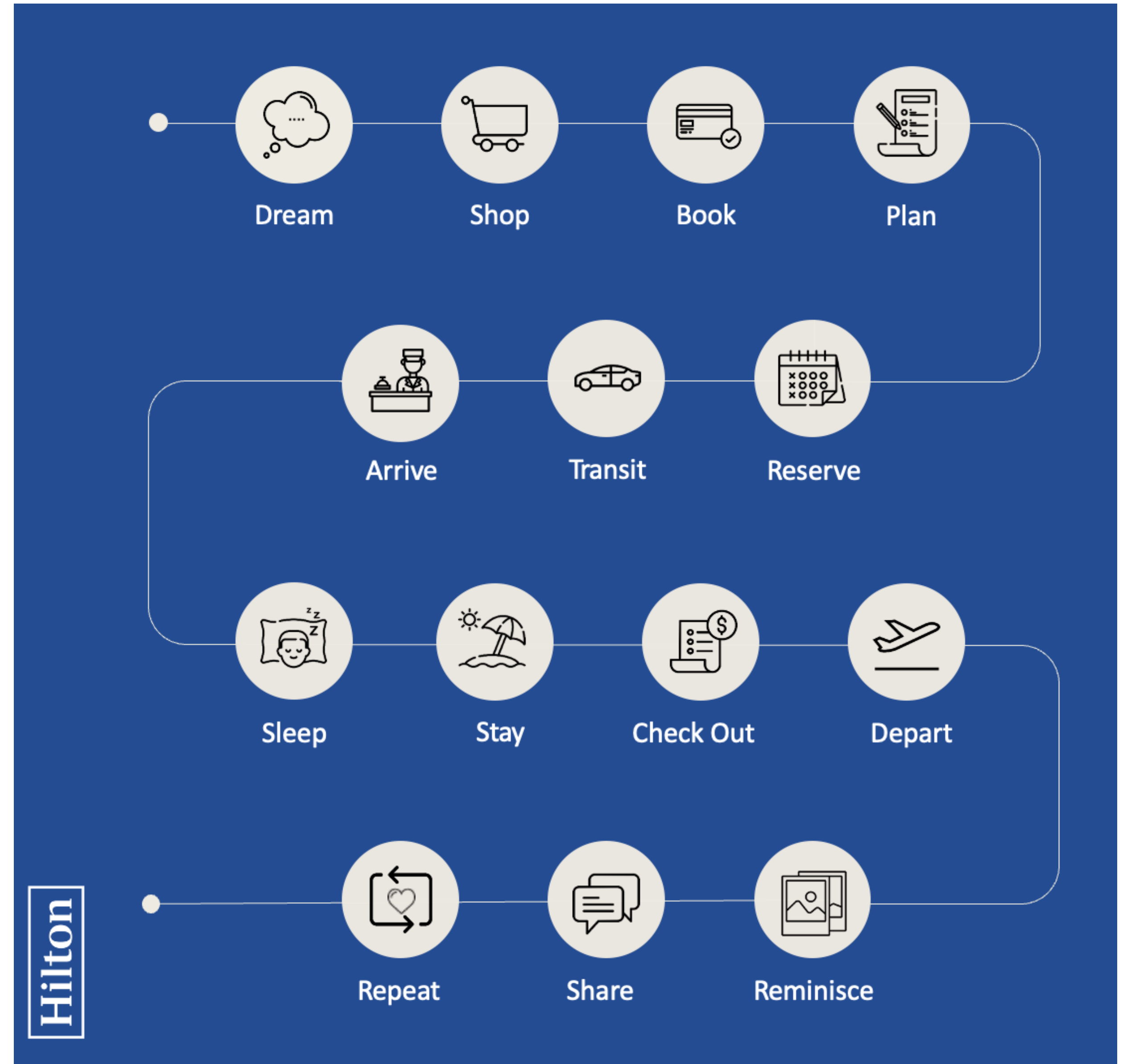
- It's the execution side of a content strategy.
- It includes executing all the steps from ideation to archive.

Content orchestration is a **strategic** approach to creating and delivering content in the most **efficient** way possible.

- It is the execution side of the content strategy with a focus on **continually minimizing friction, bottlenecks, and silos within the content supply chain**
- As it matures it **reduces the time and cost associated** with the steps from ideation to archive through **technology enablement**.
- Demands agility and efficiency.

The Vision

Coordinated **Ideation to Archive** content process that supports and drives customer experience excellence across all journeys.



Five Pillars of Content Orchestration



Strategy & Planning

Collaboration & Workflow

Creation & Optimization

Distribution & Amplification

Measurement & Archiving

Why:

Foundational for successful content orchestration strategy and planning coordinate target audience and objectives and align content creation with business goals.

Exemplary content orchestration requires seamless coordinated collaboration and workflows across teams throughout the organization.

Establishing baselines and aligned metrics enables teams to leverage data-driven insights and analytics, identify effective content and replicate those elements in new creations.

Delivering content to the right audience contextually is crucial to engagement. Content orchestration enables effective distribution and amplification through data and a balanced channel approach.

Measurement allows Hilton to leverage success and make data-driven decisions. Archiving and organizing content efficiently ensures enabled access to valuable assets for continued use and increased ROI.

Five Pillars of Content Orchestration – What You Need



Strategy & Planning

Collaboration & Workflow

Creation & Optimization

Distribution & Amplification

Measurement & Archiving

Tech: Content Calendar, MRM, CMS, Ideation Tools, Reporting & Analytics

Content Calendar, Workflow, Creative Brief, CMS, DAM, MAM, MRM, Gen AI

CMS, DAM, MAM, SEO, Collaboration, Content Ideation, Creative Suite, Analytics, Translation, Gen AI

CMS, Email, Social Media Management, Syndication, Influencer, PR/Outreach, Paid Advertising, Gen AI

CMS, DAM, Analytics, Data Visualization, DMS, Records Management, Gen AI

Gov: Roles & Responsibilities, Processes, Documentation, Workflow, Governing Bodies

Workflow, Process, Reporting, Collaboration

Workflow, Standards, Process, Guidelines, Collaboration, Governing Bodies

Process, Guidelines, Governing Bodies

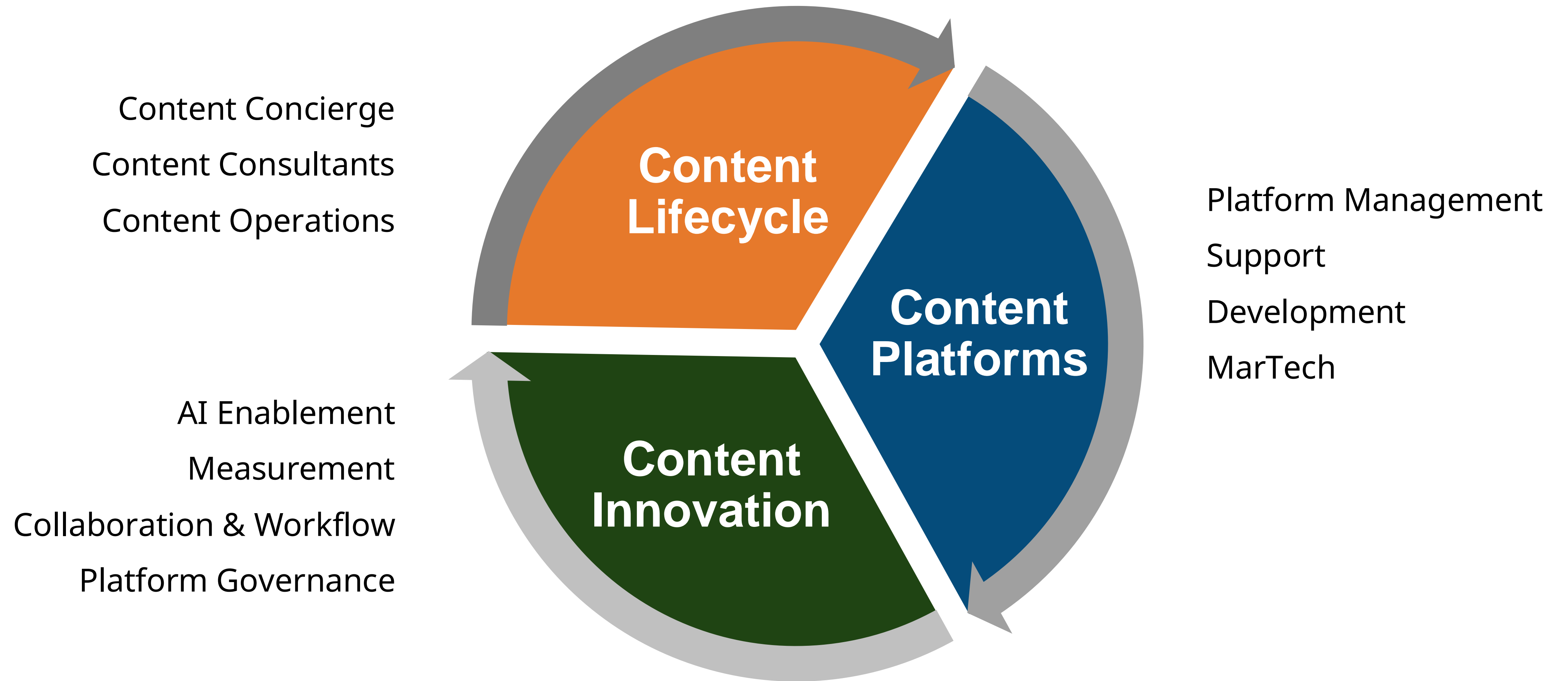
Process, Reporting, Review, Documentation, Alignment

Execution & Change Management Plan

Focus: Lay the groundwork for orchestrating content that supports and enables a sustainable and customer-first lens.

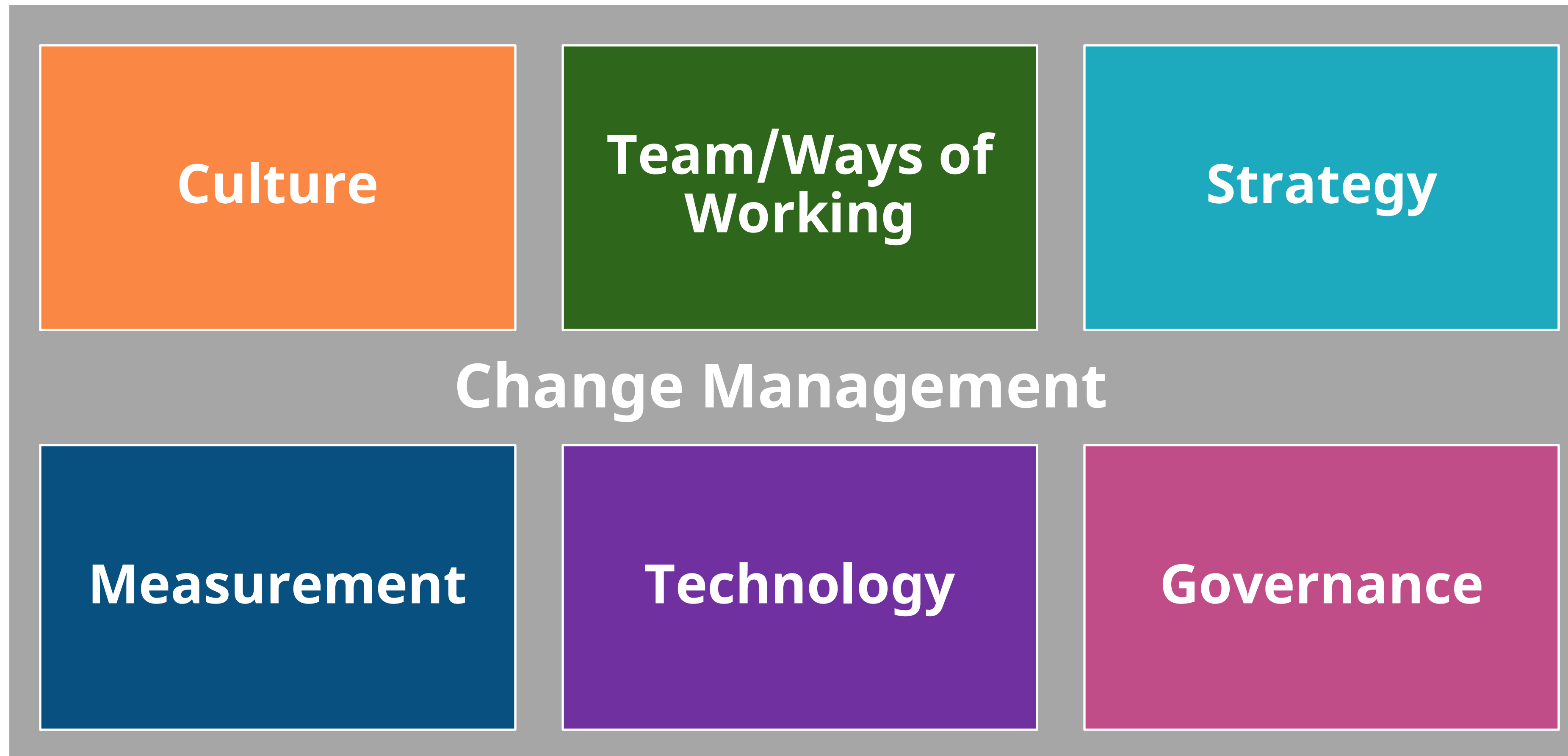


Content Orchestration Areas of Focus



What it takes to make the shift to Content Orchestration

Lots of change = Lots of opportunity

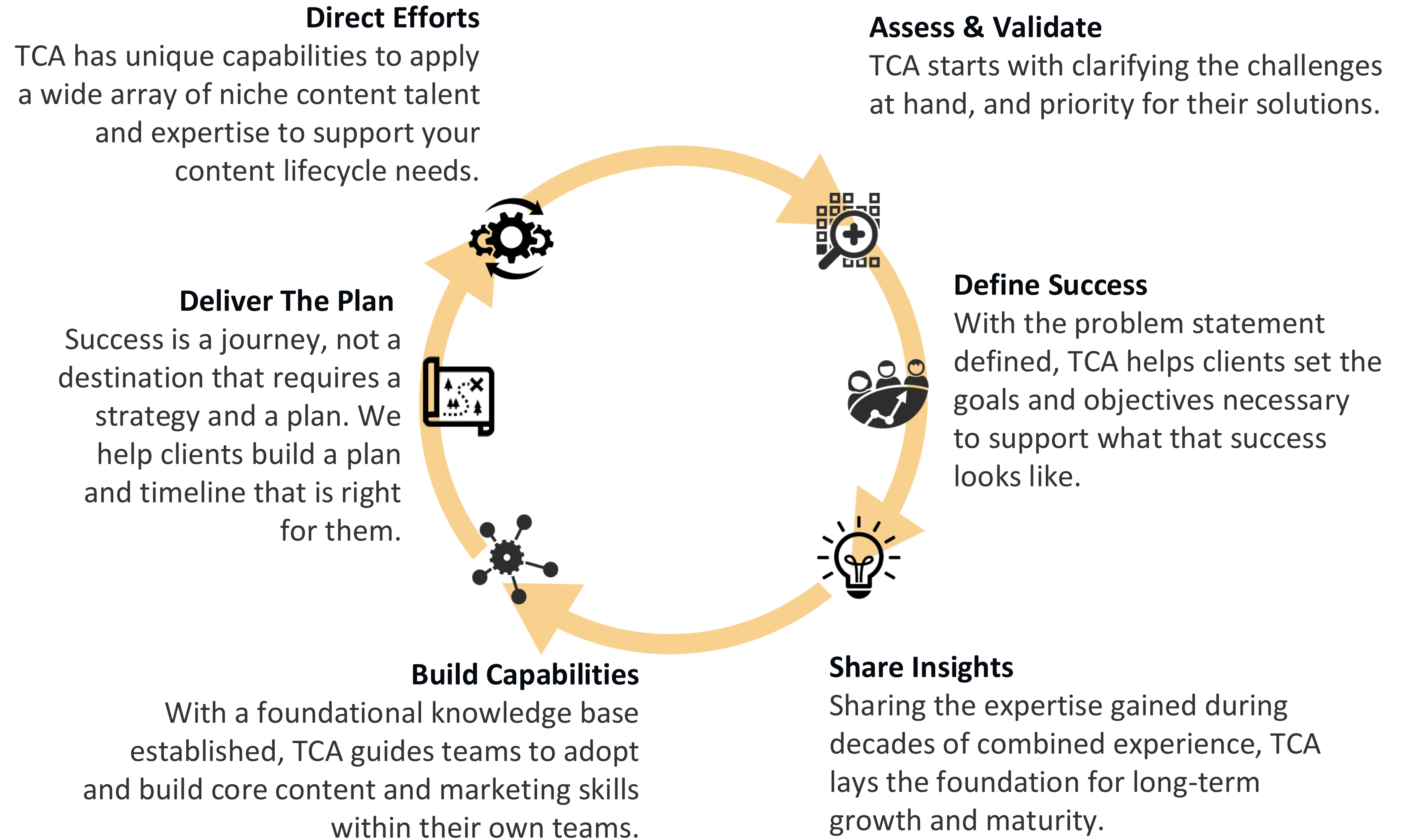


Radical Ownership

Culture eats strategy for
breakfast **EVERY TIME!**

How TCA Can Help

We enable success by sharing our expertise and building core capabilities within the teams we work with.



TCA's Next Webinar:

Unlocking Immediate Expertise and Boosting Long-term Team Talent with Fractional Expertise

March 21, 2024

Are you struggling to find and hire skilled professionals in the rapidly changing business landscape? You are not alone – as many as 77% of today's businesses struggle to find and hire skilled professionals.

Join our next webinar to discover how fractional talent acquisition can help you overcome these challenges. We will dive, or at least dip your toe, into the world of fractional talent acquisition. We will explore how Fractional Talent:

- Offers cost-effectiveness and adaptability
- Engagement enables you to fill talent gaps economically
- Address leadership needs immediately, and for as long as you need it.

We will share real-life case studies and success stories of companies that have benefited from this innovative hiring approach in terms of content and marketing team needs. You will gain valuable insights into the positive outcomes and the impact it had on their business success and growth.

**Use the QR code to
sign up now!**



THANK YOU!!



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Have questions?
TCA has answers.

Connect with us by scanning the QR code below and sending us a note.

