HOW TO USE CREATIVE CONTENT EXPERIENCES FOR DIGITAL BRAND DIFFERENTIATION

It's fleeting, valuable, and it almost always happens online. The first point of contact a customer has with your brand is also known as zero moment of truth (ZMOT) for a reason. Since you only get one first impression, that first digital touchpoint needs to deliver.

Your digital touchpoints must capture customer attention and keep it while introducing them to as full and rich of an experience of your brand as possible. And that means great content, and a lot of it. Demand for digital content, including visual media, is on the rise, and saving time and moving faster while maintaining creative fidelity of your brand is imperative. No easy task for brands, and harder still when publishing and getting campaigns to market is a siloed and lengthy process.

81% of shoppers conduct research online first.

DIFFERENTIATE WITH CREATIVE CONTENT

Here are four tips from Contentstack and Cloudinary, the rich digital experiences delivery experts, to differentiate your brand in digital with creative content:

1. **Empower your people to be brand ambassadors.**
   Creative content starts with creative people. Consider all employees your brand ambassadors, and give them the confidence to create, with a single source of truth for your brand identity and agreed upon best practices. Let your experts be experts, and it will pay off with brand differentiation.

2. **Automate the automatable to ease the creative process.**
   Once you've concepted and built the creative assets, putting them in-market should be easy! The last thing you want is your content editors struggling with their publishing tools. Leverage the latest technology that automates the "boring parts" of the creative process, including content, image, and video management, collaboration, tagging (manual and AI-based), transformation, optimization, and delivery to achieve efficient business workflows, and get campaigns live, fast.

3. **Experiment with new trends and innovations.**
   Innovation never stops, and there are endless possibilities in fresh creative content available to help engagement. Think shoppable videos, user-generated content, AR/VR, live streaming, audio content, and 3D visuals, to try new ways to engage your audience.

4. **Think across channels.**
   Obviously, a digital touchpoint can be something other than a website - it may be a mobile browser, app, or display ad too. But what about an email newsletter that your prospect might have forwarded to them from a friend because they love the tone, style, and message? Strive for rich, immersive branded experiences on every touchpoint that exists for your brand for always-on digital differentiation.

Source: GE Capital Retail Bank, 2021

RICH DIGITAL EXPERIENCES. FAST.

Bring your digital brand to life with end-to-end creative execution;
launch in minutes, not weeks.

Cloudinary and Contentstack combined deliver the best-in-class
media and content powerhouse give you the ability to:

- Accelerate and automate the end to end creative process
- Optimize content and media for any delivery channel
- Orchestrate content and media for personalized experiences
- Stand out with interactive blending of video and content

"Images and video are among the most engaging forms of online content;
they can illustrate complex product features and functionality and create
human connections with buyers."

—Forrester Research, Use Rich Media To Drive More B2B Conversions, Sep 2020.

BRANDS TRUSTING CLOUDINARY + CONTENTSTACK

MATTEL®   ICELANDAIR   ONE Championship   MŌDERE

KEY BENEFITS

- One intuitive interface for digital experience
teams with sophisticated automation under
the hood

- Creative, Content and Developer Teams
focus on creativity, not switching apps

- Atomic Content and Programmable Media
auto-optimize personalized experiences to
any channel

- Enrich your digital experience with
interactive videos

- Developers work faster with standardized
APIs and never have to upgrade

WHY CONTENTSTACK + CLOUDINARY

- Contentstack and Cloudinary are known for
unmatched customer satisfaction and offer a
unified support experience through the Care
Without Compromise™ program

- Because both technologies are certified as MACH
(microservices-based, API-first, cloud-native SaaS
offering headless capabilities) they have all the
benefits (agility, flexibility, automatic functionality
upgrades, etc.) the certification entails.

- Both are compatible with an organization's API
infrastructure and can enable quick deployment
and support for distinct websites, mobile apps,
online games, and more.

Cloudinary

Cloudinary's mission is to empower companies to deliver visual experiences that inspire and connect by unleashing the full potential of their media. With more than 50 billion assets under management and 8,000 customers worldwide, Cloudinary is the industry standard for developers, creators and marketers looking to upload, store, transform, manage, and deliver images and videos online. As a result, leading brands like Atlassian, Bleacher Report, Bombas, Grubhub, Hinge, NBC, Mediavine, Peloton, Petco and Under Armour are seeing significant business value in using Cloudinary, including faster time to market, higher user satisfaction and increased engagement and conversions. For more information, visit www.cloudinary.com.

CONTENTSTACK®

Contentstack—the pioneering Agile Content Management System (CMS) – empowers marketers and developers to collaborate around content like never before. Together, they orchestrate superior customer journeys and deliver dynamic digital experiences across channels, audiences, brands and regions. Companies such as Chase, Express, Holiday Inn, Icelandair, Mattel, McDonald's, Mitsubishi, Riot Games, Sephora and Shell trust Contentstack to power their most critical content experiences.