

FLÄTPACK CONTENT

How to build a personalized and
indestructible content strategy.



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FOR MARKETING USE ONLY

IMPORTANT:

- Make sure your strategy is sturdy.
- Do not leave messy marketers unattended.
- Keep away from HiPPOs.*



*HiPPO: (highest paid person's opinion)

Getting started

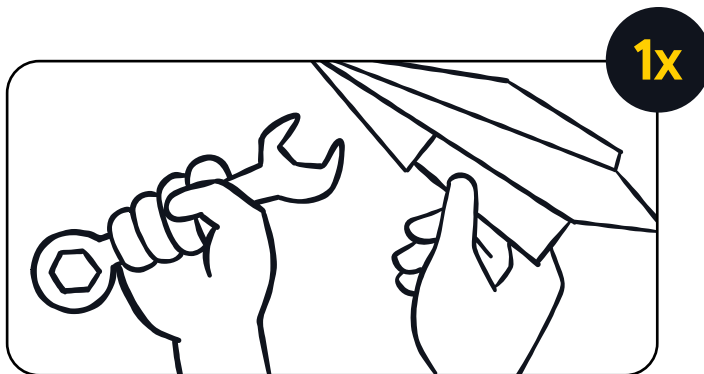
Tools needed:



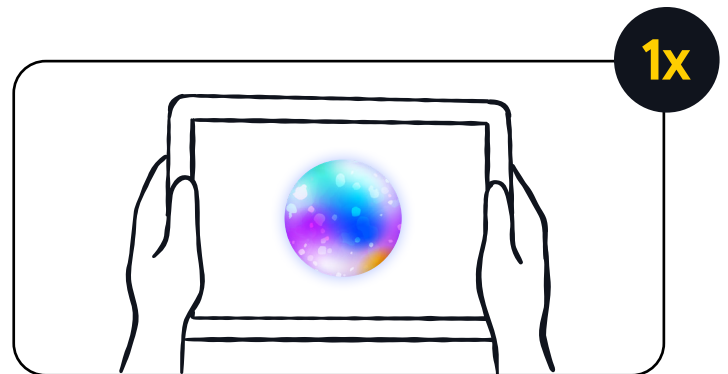
Marketing team



Integrated marketing strategy
(AKA the glue holding your team together)



Bag of nuts, bolts and
creative concepts



Your ultimate DIY hacker:
Optimizely's Opal AI

Step 01:

Plan

Replace/throw out:

Aimlessly staring at your computer screen, trying to understand what to do next.

Tools not needed:

Project management tools like Asana and Monday.



Assembly instructions:

1. Create campaigns and sub-tasks that align to your strategic goals.
2. Upload briefs and descriptions (or use Opal to ideate for you) to clue everyone up.
3. Assign tasks and subtasks to relevant team members with *reasonable* deadlines.



SEAL THE GAPS!

Use various visual calendars to see what's being worked on and what's coming next to make sure the entire marketing organization is aligned.



Step 02:

Create

Replace/throw out:

Writer's or creative block.

Tools not needed:

Generic and disconnected AI tools, and random Google docs and decks that no one can find.



Assembly instructions:

1. Create workflow templates suited to your teams and work requests.
2. Use Opal to generate on-brand content, including titles, outlines, drafts and images.
3. Add comments and other feedback to content for a swift review process.



KNOT A PROBLEM.

Opal, your AI sidekick, will help you ideate and create brand-specific, content and campaigns so no opportunity is left uncovered.

Step 03:

Store

Replace/throw out:

1,000 messages from people asking where things are (then having to search through all those screenshots living on your desktop).



Assembly instructions:

1. Get up to scratch on individual campaigns, with all assets stored in one place automatically.
2. Take advantage of your full selection of *brand-approved* content and templates.
3. Use Opal to take on the (boring) task of tagging images and generating renditions in different sizes and formats to make them easy-to-find AND repurpose.



GREAT FOR:

Content repurposing—
get the most out of your
content and ensure consistent
messaging and branding across
marketing channels.



Step 04:

Globalize

Replace/throw out:

Missing out on global opportunities for your business because you don't have a full team of translators.



Assembly instructions:

1. Find the content you want to globalize.
2. Auto-generate translations for different locales.
3. Get a final human review to make sure everything is looking good.



NAILED IT.

Don't rely on Google translate—we're fluent in 'business', no matter what the dialect.

Step 05:

Layout

Replace/throw out:

Same-old, same-old content on the page that doesn't engage customers.



Assembly instructions:

1. Build out impressive pages and digital experiences with the easy-to-use WYSIWIG visual editor.
2. Launch pages faster with templates and blueprints (and reuse them anywhere and everywhere you like).
3. Experience your site exactly as visitors will, including interactions with dynamic elements, before going live so you don't miss a thing.

GREAT FOR:

Perfectionist marketers who always find something to edit after it's been sent to publish.



Step 06:

Deliver

Replace/throw out:

Waiting for people and slow systems to (eventually) get content published.

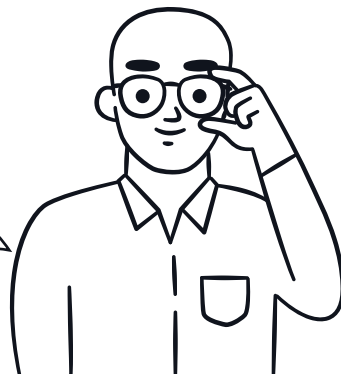


Assembly instructions:

1. Pull in the content from any data source anywhere.
2. Schedule to publish to any downstream channel, device, or app at your convenience.
3. Watch the content appear at blazing fast speeds to all your sites and channels.

A CUT ABOVE THE REST.

Have full visibility into content delivery, like when and where content is published—no matter the channel.



Step 07:

Personalize

Replace/throw out:

Generic web content and digital experiences (unless yawns are included in your engagement rate).



Assembly instructions:

1. Connect first- and third-party data points to build precision-targeted audiences.
2. Set up dynamic audience segments based on full profile data, that update in real-time as visitors interact with your site.
3. Use pre-built templates to create beautiful new experiences in just a few clicks from a single visual editor.
4. Trigger high-performing personalized experiences based on button clicks, form submissions, and more.

DON'T SCREW IT UP.

Get AI-guided content recommendations to present genuinely relevant content to each visitor.



WARNING: Your conversion rates will skyrocket with this level of personalization.

Step 08:

Experiment

Replace/throw out:

Just guessing what content on your webpage might work (but might not).



Assembly instructions:

1. Crowdsource ideas with customizable intake forms, then turn those ideas into winning variations.
2. Target any element to test on your webpage and preview changes.
3. Attain the fastest, most statistically sound results to reach experiment learnings faster.
4. Use Opal for experimentation ideas for more data-driven content optimizations.



HOOK THEM IN.

Use Opal to suggest or ideate on copy variations and data-driven content optimizations.



Step 09:

Analyze

Replace/throw out:

The confusion and stress of siloed data from multiple platforms.



Assembly instructions:

1. Instantly connect with your data warehouse.
2. Create and customize a range of metric types to track experiment outcomes in detail.
3. Unlock deeper insights into user behavior with built-in analytics, designed to support detailed journey and funnel analysis.

INDESTRUCTIBLE DECISION-MAKING:

Gather essential data that makes for extra quick and effective decision-making in your day-to-day.





At Optimizely, we're on a mission to help people unlock their digital potential. We do that by reinventing how marketing and product teams work to create and optimize digital experiences across all channels. With our leading digital experience platform (DXP), we help companies around the world orchestrate their entire content lifecycle, monetize every digital experience, and experiment across all customer touchpoints.

Optimizely has 700+ partners and nearly 1500 employees across our 21 global offices. We are proud to help more than 10,000 businesses, including H&M, PayPal, Zoom, Toyota, and Vodafone, enrich their customer lifetime value, increase revenue, and grow their brands.

Learn more at [Optimizely.com](https://www.optimizely.com)