

Setting the Enterprise Marketing Content Management Strategy

This leading manufacturer was experiencing pain points related to the management of marketing content across the organization. The company's concerns about content inconsistencies led them to seek a better understanding of the current state processes that support the content management lifecycle. Clarkston was asked to assess the company's processes related to the lifecycle management of marketing content. Prior to investing in process improvement efforts, this manufacturer sought to better understand the challenges of its current state processes; gain best practices perspective; and explore potential solutions.

Consumer Products Case Study

PROJECT OVERVIEW

CLARKSTON
CONSULTING

COMPANY:



A home improvement
supply company

INDUSTRY:



Consumer Products

LOCATION:



New Jersey

PRIMARY OBJECTIVES:

- Diagnose the content request-to-maintenance process including the creation, ownership, approval and management of assets
- Understand the current state of processes and ownership of content management
- Lead client through the discovery and diagnosis to clearly articulate the current problem statement

RESOLUTION:

- Conducted a process assessment to understand the operational challenges across various stakeholders within marketing, sales and customer service
- Analyzed findings to define the root cause of operational issues and corresponding business impacts if left unresolved
- Designed a roadmap that prioritized a series of foundational initiatives to resolve the problem and promote sustainable improvements
- Benchmarked current content lifecycle practices vs. industry leading to identify gaps in strategy, processes, organizational alignment and technology
- Provided recommendations to measure the effectiveness of content and ensure that technology supports the newly defined processes

KEY BENEFITS:

- Aided in defining a cross-functional content strategy
- Helped in designing and adopt content lifecycle management processes
- Recommended pursuit of opportunities to optimize current technologies
- Gave guidance on how to evaluate content effectiveness
- Encouraged engaging customer perspectives to maximize content relevancy

CLARKSTON PARTNERED WITH
THE CLIENT TO:



**Create cross-functional
alignment and role clarity
throughout the content lifecycle
with the establishment of
content governance**



**Streamline activities and permit
more customer focus through
integrated content planning**



**Enable content as a driver for
more consistent and relevant
brand and customer
experiences across both
physical and digital platforms**