



TIME IS MONEY:

Time-Saving Hacks For The Digital Marketer

creator[™]
by zmags[®]



INTRODUCTION

It's a phrase that every marketer has likely heard or repeated themselves: "We'd like to do that campaign/email/advertisement/website update, but we just don't have the time." Time is the most precious resource for the digital marketer, and yet there never seems to be enough of it. But in the dawn of the digital age, keeping up with the competition (while pleasing the customer) is more important than ever.

Zmags reported that 26 percent of retailers say a prolonged design process was their greatest barrier to content creation, while 67 percent said it takes a week or more to get rich content online. With constantly changing seasons, trends, inventory, and technical advancements, the ability to turn around fresh customer experiences in a matter of days is essential. After all, a high volume of fresh content positively influences SEO, provides more opportunity for shopper engagement, and increases brand or company authority within the industry. More content at a more frequent output can make or break a company's online presence. "Not having enough time" is no longer acceptable. So how can marketers keep up?

In this ebook, we'll examine how digital marketers can make the most of their time and create more digital content experiences that convert.



DID YOU KNOW?

26% of retailers say a long design process is their biggest content creation challenge.

Templatize. Templatize. Templatize.

The best ecommerce websites are the ones that can rapidly and effectively react to change. Whether that's changes in inventory, in season, in trends, or in campaigns, having the ability to react quickly can make all the difference to a marketer. The quicker the customer experience is updated to suit current needs, the sooner revenue can be made.

To make this process easy, companies should templatize their content as much as they possibly can. Prioritize content formats that can be easily adapted for a variety of contexts, with as little effort and time possible. When done correctly, simply swapping out images and copy can transform an experience quickly and easily. For instance, a summer espadrille lookbook can instantly be adjusted to become a winter boot lookbook with just a few edits and updates. This one template has now provided not only two digital experiences, but can support two separate campaigns as well. Templatizing content allows marketers to consistently update their site with new exciting shopping experiences without having to start from scratch every time.

BEST PRACTICE

When creating your templates, keep SEO in mind. Be sure all templates include H1 tagging, alt titles, crawlable text, and strategic key words.

Try User-Generated Content

For a marketing team who is pressed for time and money, turning to external sources for content can be a lifesaver. User-generated content (UGC) on social media sites like Instagram are a fantastic content opportunity. Brands and companies often have a wealth of digital assets at their fingertips, but rarely utilize them. A gallery of UGC content (both video and static images) is a smart way to add to your content portfolio without having to build fresh content from the ground up. And because there is a constant flow of assets, marketers simply have to build the initial framework and continue adding to it.

User-generated content isn't just an easy way to save time in content production; it's a smart way to increase engagement metrics across the board. Customers ultimately trust fellow customers the most, and they appreciate seeing how their fellow shoppers style or use products. Offerpop found that 85 percent of consumers report finding UGC more influential than brand-produced photos or videos, while sites that feature UGC saw a 90 percent increase in their time spent on site. Usergenerated content can be a quick-fix for brands short on time and content, but it can also be an engagement game-changer and encourage new shoppers to take the plunge and make a purchase.



A/B Test Your Content

In theory, A/B testing your online customer experiences requires more content creation in the short-term, meaning more time and energy in the short-term as well. But ultimately, A/B testing streamlines the production process in the long-term. A/B testing allows you to determine exactly which content types resonate with your shoppers and generate the most revenue.

Once your team has determined exactly what content formats are converting – be it quizzes, buying guides, or videos – you can invest heavily in that content, and learn how to create them faster. A/B testing takes the “try, fail, then try again” out of content creation. Instead of tentatively trying a variety of experiences and being forced back to the drawing board when one fails, you can cut the fat and confidently create content that you know works. For instance, once your digital team knows that quizzes are converting at a higher rate than buying guides, you can templatize your quiz format and begin quickly producing them at a high volume. Time’s saved when there is focus and efficiency.

BEST PRACTICE

Always begin the A/B testing process with a hypothesis; this gives you and your team a foundation, and allows you to build a roadmap for the project.

Create Evergreen Content

If creating a template for fresh content simply isn't an option, consider investing in one big, bold, and exciting customer experience that will stand the test of time. Instead of a series of experiences for each time of year, focus on creating content that can not only be used for multiple email and social campaigns, but will be just as relevant in a year as it is now.

For homeware and furniture brands, maybe this is an interactive bedroom buying guide with content that will inspire regardless of the season; for cosmetics brands, it's a backto-basics tutorial video for creating a natural makeup look. Whatever this big content piece is, it should be a cornerstone customer experience that will continue to generate engagement and revenue regardless of the season or the leading trends. It will be a big investment of time and resources now, but will provide your customers with months of entertainment and content.

Invest In The Right Tools

For a brand or company whose first priority is reducing production time, finding the right tools is everything. Companies have limited amounts of marketing resources to spend, so marketing teams need to invest in content creation tools that can do it all; not only should they be easy to use with a significant ROI, but they must save the company valuable time as well.

When evaluating your content creation tools, be sure to ask yourself:

- Is this a tool that allows multiple users within the company to access and use, enabling them to divide the workload?
- Does this platform allow for content publishing to be scheduled ahead of time?
- Is there an adequate support team should anything go awry, and time is of the essence?
- Most importantly, does this tool allow for quick, on-the-fly content creation and updates?



CONCLUSION

Time might be a marketer's most valuable resource. It's been estimated that 51 percent of digital marketers cite a lack of time/bandwidth as their number one barrier to content creation. But 61 percent of consumers say they are more likely to buy from a company that provides custom content. What this means for brands is that content simply has to be a priority, and it's up to marketers to find the time to generate customer experiences that convert.

Take a moment to reevaluate how your team is making the most of their time. With simple tips and tricks, even a small marketing team can use the limited resources they have to make a big impact on their customers. Whether you create templates that can be easily update for the changing seasons or invest in new technologies that reduce the time to market of your content, these time-saving hacks will help you keep up with and surpass the competition.

Sources

1. Shoppable Content: A Retailers Challenge, Zmags, 2017
2. Offerpop Survey Identifies Gaps between How Consumers and Marketers Think about User-Generated Content, Offerpop, 2016, [Press Release]
3. <https://www.socialtoaster.com/user-generated-content-21-stats-ugc/>
4. <http://www.curata.com/blog/content-marketing-statistics-the-ultimate-list/>
5. <https://www.dragon360.com/blog/digital-content-marketing-strategy/>



DID YOU KNOW?

51% of digital marketers cite a lack of time as their number one barrier to content creation.

creator™
by zmags®

- zmags.com
- facebook.com/zmags
- twitter.com/zmags
- linkedin.com/company/zmags

Boston, USA London, UK
+1 866 989 6247 +44 207 420 4100
Support +1 855 965 1827 Support +44 800 808 5613

Creator™ by Zmags helps ecommerce marketers create and publish rich digital experiences through a user-friendly interface that requires no IT involvement. Using Creator™, brands can create fresh, shoppable content that drives product discovery and inspires consumers to purchase. Creator™ integrates with all leading ecommerce and content management platforms enabling marketers to optimize their website content. Leading brands like Ethan Allen, Harvey Nichols, New York & Company, Vivienne Westwood, All Things BBQ, and Godiva use Creator™ by Zmags to deliver interactive and entertaining shopping experiences with rich content like buying guides, quizzes, lookbooks, video, and more. To learn more, visit creatorbyzmags.com.