



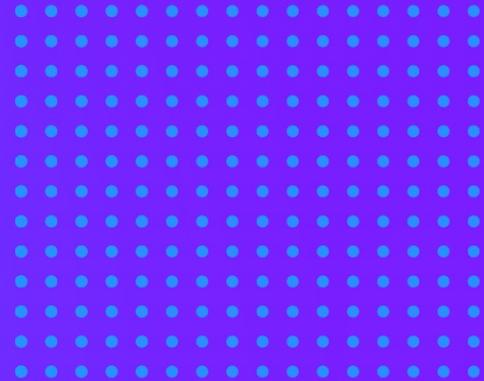
Content production 2.0: Creating, publishing and streamlining for the omnichannel future

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Inefficient processes lead to wasted resources

40%

Of marketers struggle to meet content creation demands

Source: [Sirkin Research](#)

3.9

Hours are spent on average reviewing and approving content on different channels

Source: [Litmus](#)

35%

Of available content is unusable

Source: [Forrester](#)

65%

Of content is wasted

Source: [Forrester](#)

Agenda

- 1. The omnichannel mindset**
- 2. Omnichannel Authoring & Delivery (in action!)**
- 3. Q&A**

01

The Process

**The omnichannel
mindset**

Composability and structured content

- Create content once to be used across any channel
- Easily update content and have changes reflected everywhere
- Developers can easily choose and arrange content components to build out newsletters, landing pages, and more

Developers care about



Marketers care about

02

The Technology

Omnichannel

Authoring & Delivery

Omnichannel Authoring & Delivery

- Create content **once** and use it for landing pages, emails, newsletters, and social posts, and preview and publish across various channels – without leaving the CMP.
- The new editor experience features:
 - Inline commenting
 - Generative AI and ChatGPT
 - Channel-specific previews

The screenshot displays the Marketo omnichannel authoring interface. On the left is the editor, and on the right is a live preview of the content being authored.

Editor (Left):

- Release Letter (Jan 30)** (Page Title)
- Release Summary**
 - Headline***: A Premiere of the CMP's Latest Updates
 - Feature Image**: [Image placeholder]
 - Short Description**: Here's a sneak peek of the newest features and updates coming on February 12th to a CMP near you.
 - Add URL**
- Feature**
 - Feature Name***: Campaign Milestones
 - Product Area**: project management x marketing calendar & timeline x
 - Feature Image**: [Image placeholder]
 - Short Description***: Multichannel, global campaigns can be daunting. By breaking down complex campaigns into key milestones, you can better plan, use automation when plans shift, and easily track progress.
 - CTA Button**: [Button placeholder]

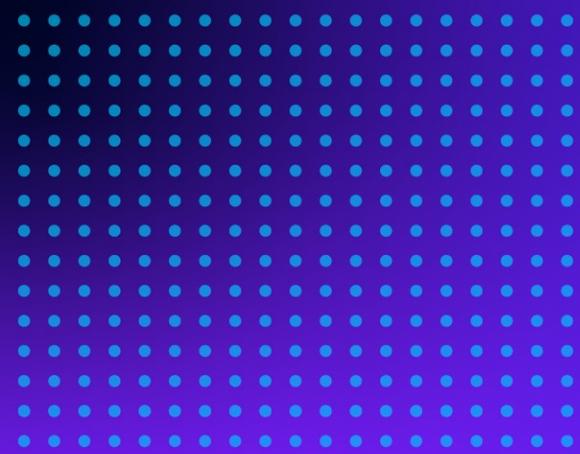
Preview (Right):

- Optimizely Content Marketing Platform** (Header)
- Product updates** (Text)
- Here's a sneak peek of the newest features and updates coming on February 12 to a CMP near you.** (Text)
- (Cue MGM's Leo the Lion)** (Text)
- Campaign Milestones** (Section Header)
- Align campaigns under key phases to improve visibility.* (Text)
- Visuals**: Includes a screenshot of a campaign management dashboard with a table of milestones.

03

How we use it

**Launching Omnichannel
Authoring & Delivery with
omnichannel marketing**



Questions?

*Don't forget to provide feedback on this session by filling out the survey available in the event app.

