

How to build and deliver a **successful** **modular** **content** **strategy**



Table of Contents

- 4** **Experience holds power**
- 5** **Modular content:** Simplifying complexity
- 8** **Building a modular content strategy:**
How Brightspot can help
- 11** **How it all comes together:** A case study
- 12** **Multi-purpose modular content capabilities**
- 13** **Conclusion**

Executive summary

As the market matures, and as the need for greater control grows, organizations are seeking solutions to meet their teams' operational needs and to satisfy their key audiences' wants. Striking this balance is possible with the right technology (that has the right capabilities) and a strong partner to guide the process. This eBook details what modular content is and how it plays a pivotal role in ensuring a positive experience for your current and future audiences and buyers. We also explain how Brightspot can bring modular content capabilities to life to give you and your teams greater control—and ultimately, peace of mind.

“

When I spoke with David Gang, the CEO and co-founder of Brightspot, it's clear that the market is just now maturing to appreciate the strategic benefits that a headless CMS and modular approach to content can provide. Most organizations will simply not set out on their content management journey to start with a headless, modular CMS. But as their channels and operations become richer and more varied over time, they rather quickly discover that their existing traditional CMS was not designed for such a decentralized, federated existence.

Dion Hinchcliffe

Source: **The future of enterprise content is modular and headless**

ZDNet



Experience holds power

User experience is more important than ever. If you can't deliver a positive experience, you lose your audience (and your buyers). If you can deliver a positive user experience—one that feels personal and customized—you keep your audience, and you'll attract others. Experience holds power. It's essential for organizations to ensure the content they deliver to their audiences improves and enhances the experience, no matter where their audience is or what language they speak. After all, every business today is a content business. This means leaders across business units—from publishing to digital to technical teams—need to come together to ensure the appropriate systems and strategies are in place to create unique, authentic experiences that can come to life seamlessly. A main factor in ensuring an organization is providing the right content on the desired channel at the appropriate time—and in a consistent way—is by incorporating modular content capabilities into the business's content hub strategy. Modular content capabilities give businesses finite control of their content—down to the smallest areas of individual elements—in order to be able to distribute based on device (i.e. a gas station pump television or a computer screen) and based on personalization.

73%

of consumers cite customer experience as an important factor in their purchasing decisions

32%

of customers will walk away from a brand they love after a single bad experience

Modular content: Simplifying complexity

Modular content is essentially content reuse, stemming from a need to deliver content on multiple devices and screens and in variations for different audiences based on location. Previously, without modular content capabilities, publishers would typically focus on creating content for one single medium or audience at a time. Today, as more and more companies operate without borders, and as consumer demand has skyrocketed, the expectation is that content will be available across all mediums (print, desktop, mobile, apps, wearables) and that it will be catered to all locations and languages. This presents a big challenge: focusing on delivery across every possible channel and audience introduces an avalanche of variations that requires editing and maintenance, making it a near-impossible task for content teams, especially those that are already strapped for valuable resources. Modular content helps simplify this complex challenge by providing finite control over where and how content appears. Think of modular content like building blocks. The way modular content is defined varies by business use case and need. Depending on your business needs, the smallest block could equate to a single sentence or a single module on a page, for example.



How It Works

Step 1. Creation and/or Ingestion

Everything starts at the asset level, be it an image, document, link or other article artifact. Assets can originate from within Brightspot or come from an external source and be mapped to a corresponding asset in Brightspot (and vice versa, back to the source asset).



Step 2. Assembly

Individual assets are built into modular components specific to each business use case. Within the CMS, a Brightspot user can “assemble” modules for use as needed, whether that’s for an on-page list, in an email template or elsewhere.



Step 3. Tracking & Monitoring

Post-publish, the final element of modular content is tracking how the fragments and assembled assets are being used as well as performing. The association to the source asset persists to ensure versioning as well as make it easy to modify, update and maintain any given modules.



When organizations hit their stride with content reuse—when they're able to truly deliver across all channels and audiences—the business will benefit. They'll gain:

- Greater control over content by keeping a “trail” of modifications, so teams know what the original, approved piece was and what changes have been made for local or regional purposes.
- The ability to break down content and follow it through various revisions and variations for local use, appropriately and compliantly.

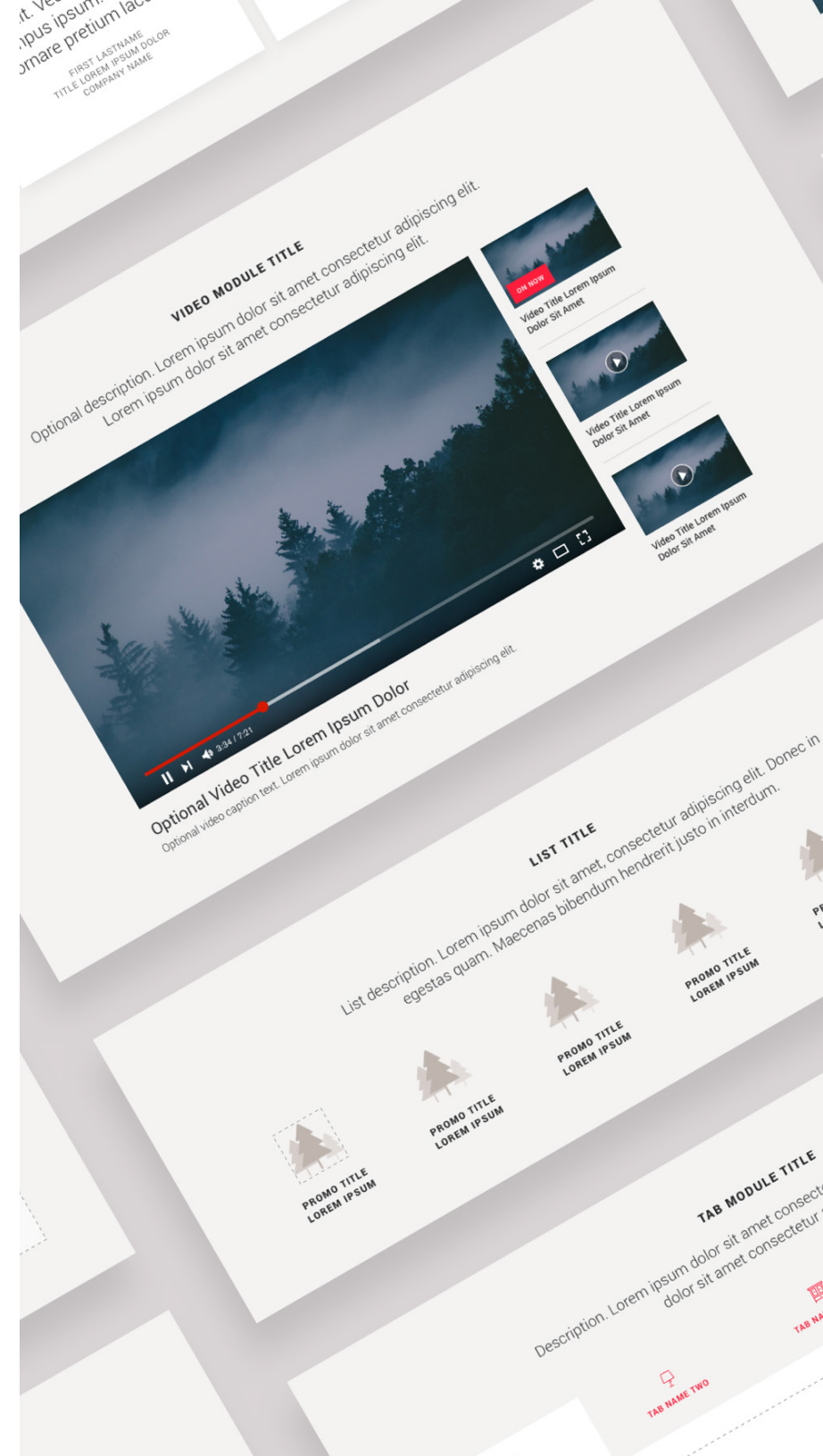
Here's a helpful example: One global business firm had consultants across the world serving numerous markets. Their editorial team was small, however, so they needed to be able to streamline and make processes more efficient in order for content to be reused. The content still had to present relevant, local information to people in countries like Japan and Germany. With modular content, the editorial team is able to deliver a cohesive experience for those larger markets. At the same time, they serve smaller markets like Russia as well where they feed in content from the global site with some information translated (on the topics more important and relevant to Russia) to still provide a rich and dynamic experience.





Building a modular content strategy: How Brightspot can help

Creating a modular content strategy starts with choosing the right content management solution that supports modular functionality. The Brightspot Content Business Platform is designed to scale to the demands of some of the largest sites in the world, supporting millions of digital assets through millions of page views. It was built from the beginning to support a modular content approach because we know that good storytelling requires digital content that is timely, authentic, efficiently published, effectively distributed, measured and refined as it goes out. Let's drill down into how this works on the platform.





Text-based assets

Within text-based content types such as Article, Blog Post or Gallery, Brightspot offers a rich set of modeled fields, such as Headline, Subheadline, Author and Body. Each of those fields is, in a sense, a piece of content that can be made available for use elsewhere. That sort of reuse is built-in to the Article content type, in that the Headline is automatically used to power the SEO Title. In addition to the fielded approach to content types, Brightspot's enhancements system (part of our rich-text editor on the Body field) is another example of a modular approach to content management. Enhancements, such as social media posts, images or galleries, can be embedded as "single use" assets within the Body field, or they can be created as "reusable" assets, which means that any other editor can find a given tweet or gallery and reuse it in a future story.



Images

Brightspot supports two ways of using images—as "one-off" single use assets or as "shared." Shared images can be used again and again, and can be discovered via search. One-off images exist only in the context of the asset they were placed.



Modules

Like images, modules can be built to be embedded within a page, meaning they only are associated with that specific asset or page. Or they can be created as Shared, allowing them to be reused again and again on pages and in assets elsewhere.



Brightspot helps organizations develop content strategies with modular content capabilities baked-in, so teams can make subtle changes against globally-approved content to cater to each unique audience. The platform allows businesses to take a tailored, tiered approach to content while not sacrificing quality, accuracy or compliance.



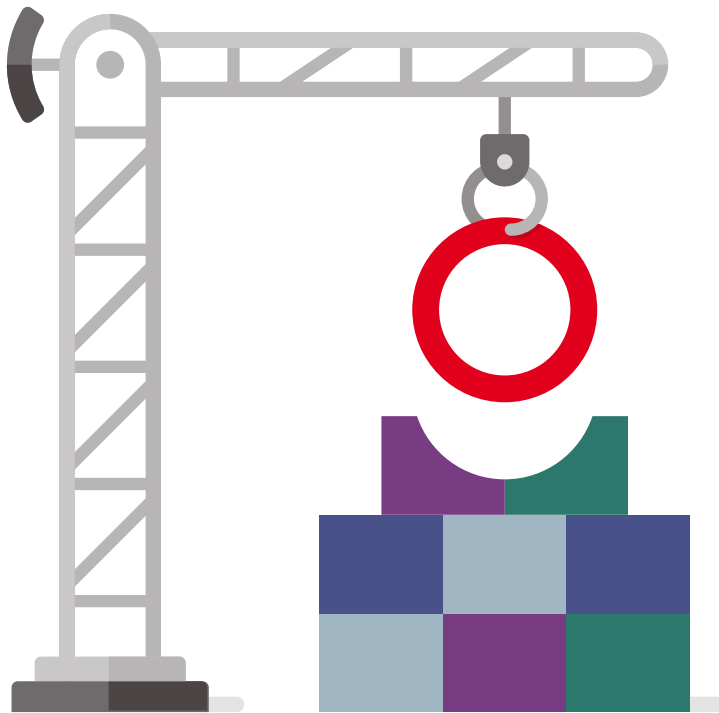
Content should now be authored from the outset with the intent of making it highly modular so that it can be reconfigured or reflowed to almost any needed touchpoint automatically, with as little manual adjustment or tweaking as possible. Bonus points if the organization's procedures for producing that content can be actively enabled within the modern CMS platform itself, such as with workflow or other enabling process support.

Dion Hinchcliffe
ZDNet

The benefits of modular content can be realized across different vertical markets and within different types of organizations. Without a doubt, modular content functionality can benefit *you*.



How it all comes together: A case study



The Problem

Brightspot partnered with a large religious organization that needed a platform that could seamlessly integrate its translation workflow into everyday publishing. The organization's homegrown CMS was a high-touch, manual translation integration, leading to costly mistakes and slow turnaround. It used several different publishing systems in its portfolio, resulting in several different translation integrations. The translation integration needed to be able to manage a high-volume translation pipeline, translating content to more than 100 languages, and flexible enough to tie into an existing translation workflow, rather than impose a rigid solution.

The Solution

With Brightspot's modular content capabilities, the organization gained a consistent solution and single source of truth for religious text. They are now able to guarantee that the words that are used in a Biblical quote, for example, are the same across every single instance where it is used, whether it is an educational text or a pull quote module on a website. This includes the localization of the quote as well. With Brightspot, the organization also was able to keep its existing translation workflow, while seamlessly tying it into a powerful publishing workflow. The platform allows the organization to easily switch between different translation service providers, giving the business more flexibility in which solution to use, and provides the ability to both have a delivery-agnostic architecture and support vital tools such as in-context translation preview. With Brightspot, the organization can now ensure that the right content is presented at the right time, and that users across the world can discover content in all languages.

Multi-purpose modular content capabilities

News media publishers

- Media companies are under pressure to produce more content, faster than ever before. If a reporter has to transcribe a quote from a political speech, they will have to sift through source material and legal language as well.
- With modular content, once the quote is accurate, it can be added to a workflow and ensure its reused as is, if added into other articles. This saves time and ensures factual accuracy—two of the most important things to reporters.

Life science organization

- Life sciences organizations that develop medicine or other beneficial drugs are under intense scrutiny to ensure the information they publish is approved and accurate for public health and safety.
- With modular content, important safety information for a drug can be added to a workflow to not only ensure the language is accurate each time, but to also ensure that the right approvers are overseeing the content.

Software companies

- Software documentation is crucially important, but it can be a challenge to ensure accurate documentation for software that's usable across multiple devices, like iPhones, Androids, Macs and PCs.
- By making the blocks of information modular—like titles, descriptions and more—technical writers can simply upload the appropriate text once and then reuse it multiple times across all documentation.

Conclusion

If your business needs a way to capitalize on content reuse to fit the right content into the right place, no matter the interface, Brightspot has the tools to help you get there. Contact us today to book a demo and see for yourself how the modular content concept works in the Brightspot Content Business Platform.



Building a good customer experience does not happen by accident. It happens by design.

Clare Muscutt
CEO Womxn in CX



At Brightspot® we believe technology should enable content-focused teams to work smarter, faster and more seamlessly to move businesses forward. With decades of experience in publishing and media, we help companies transform their business content and digital experiences by creating enterprise applications at scale with astonishing speed.



@TeamBrightspot



www.Brightspot.com



Demo@Brightspot.com