



Digital Content Creation and Management: Trends and Insights for 2024

Explore major trends and expert insights in digital content creation and management for 2024. Learn how to thrive in the dynamic digital world.

Introduction

In a rapidly evolving market, staying ahead requires leveraging technology to overcome challenges. Microsoft and Salesforce CRM offer a comprehensive solution to streamline your operations, enhance customer engagement, and ensure data security.

Korcomptenz in partnership with Adobe will try to highlight that despite having unprecedented access to customer data, brands are still falling short of delivering digital experiences that meet customer expectations.

Learn how the most successful enterprises are transforming their content management approaches to streamline processes, speed up delivery, and incorporate cutting-edge technologies like generative AI.

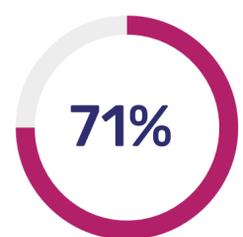
AI-Driven Content Creation: A Game Changer for Businesses and Executives Alike



71 percent of experts report that their organizations recognize significant advantages in utilizing AI for content creation.



Senior executives identify content creation and management as the top application of generative AI, with **41 percent** ranking it as their primary use case.

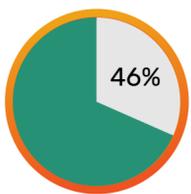


52 percent of experts aim to enhance their use of analytics and insights to boost content performance.

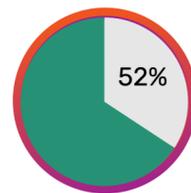
Streamlined Processes and Performance Insights to Boost ROI

With 46 percent of enterprises prioritizing content customization for different customer segments in 2024, more tools, content, as well as effort are required. To demonstrate ROI, marketers are streamlining their content toolkits at 38 percent and boosting production pace and volume at 31 percent. Their primary focus will be on enhancing the use of analytics as well as insights to evaluate content performance, with 52 percent of them prioritizing this approach.

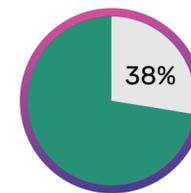
Content Strategy Experts Will Pursue in 2024



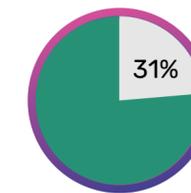
46 percent adapting content for diverse customer requirements.



52 percent optimizing content outcomes through analytics and insights.



38 percent streamlining and integrating content and marketing tools for more efficiency



31 percent increasing production rate and output

Market Leaders Shine in CX Optimization

Market Leaders top in customer experience (CX) optimization, as **72 percent** of senior executives rate their business as “extremely efficient” in assessing CX impact as well as ROI, compared to just **43 percent** of market followers.



Customers Hope for Seamless and Customized Digital Experiences



Buyers appreciate experiences that align with their interests, lifestyles, as well as buying habits. Did you know that **60 percent** of customers feel upset with brands that, despite knowing much about them, fail to consider their preferences?

Additionally, **80 percent** of customers consider seamless interactions across every digital channel as either “essential” or “significantly imperative.” This underscores that connected as well as personalized engagements across digital channels are not just expected, they’re also essential for an encouraging customer experience.



To engage as well as convert customers, content needs to be tailored and purposeful. All interactions should address their unique needs and align with their position in the customer journey.

Senior executives identify cross-channel optimization as the top CX improvement, with 44 percent seeing it as the key to business success this year.

Market Leaders, those who achieved remarkable success in their industry the previous year, are outstanding in content personalization across channels. About 71 percent of the senior executives consider their approach “above average” or “top-notch,” in contrast to just 42 percent of Market Followers, companies that either underperformed or only kept pace within their sector.

Additionally, to enhance personalization, 41% of senior executives will focus on unifying data, highlighting it as a key area for improvement.

Major 2024 Digital CX Impact Areas

- 
44% Improving content to boost relevance in multi-channel customer interactions
- 
41% Merging data to drive more insightful customer engagement and personalization
- 
38% Fostering trust with ethical data and AI practices
- 
38% Enhancing efficiency through automated customer journeys
- 
35% Improving content to engage broader or more diverse audiences
- 
38% Leveraging AI to amplify creativity and expand scale
- 
36% Modernizing workflows to enhance team efficiency

Generative AI Drives Maximum ROI in Content Creation

Senior executives identify content creation as well as content management as the top application for generative AI, with 41 percent prioritizing it. This technology will enable marketers to accelerate content production and alleviate the stress on creative teams by automating repetitive tasks such as adapting content for different formats, regions, and audiences. Businesses, however, recognize additional opportunities beyond these benefits.

Generative AI goes beyond just content creation; it can accelerate workflows, enhance content effectiveness, and optimize campaign testing. This technology enables marketers to accurately match content with the right customers at the right moments, driving superior content performance and maximizing ROI.

Top Enterprises Leverage Generative AI to Boost Content Creation and ROI

◆ **Generate content more quickly:**

70% plan to use generative AI for generating ideas and concepts.

◆ **Remove obstacles:**

45% aim to enhance creative workflows as well as asset production through generative AI.

◆ **Improve performance:**

61% expect to use it for metadata improvement, including asset tagging, alternative text enrichment, and SEO optimization.

◆ **Evaluate campaigns:**

40% consider campaign performance optimization through testing as well as analysis a crucial use case.

Overcoming the Boundaries of Generative AI

While generative AI accelerates asset production for marketing and CX experts, maintaining quality remains crucial. More than 57 percent of enterprises highlight guaranteeing quality as well as customer trust as major challenges with AI-created content. This indicates that many enterprises may hesitate to fully embrace generative AI without human oversight. Additionally, integrating generative AI into workflows will necessitate upskilling employees and adapting new work methods.



Key Challenges in AI-Driven Content Creation

54 %
tracking content

35 %
of problems with workflow efficiency

57 %
maintaining quality as well as trust

50 %
preparing teams with the right skills

Conclusion

The rise of advanced marketing technology has allowed brands to create tailored experiences at each customer interaction. Yet, this has resulted in a content overflow, pushing organizations to reevaluate their content supply chains. This report identifies three crucial areas where generative AI can offer significant and actionable business benefits including streamlining and growing content, refining creative workflows, and assessment and results.



Transform Your Digital Interactions with Korcomptenz. Move past generic engagements and embrace tailored, customer-focused experiences. Reach out to us for a free consultation.