

CS MANUFACTURING

MAKE SOMETHING ON A LARGE SCALE USING MACHINERY

Apply modern content approaches to industrial production.

SOLUTION OVERVIEW

Let's innovate by taking the best content practices, insights, and innovations from other verticals and applying them to manufacturing.

BENEFITS



Faster digital transformation



More consistent marketing



More effective distribution + merchandising

SAMPLE PROJECTS + NEEDS

From developing your own ecommerce to empowering retailers to merchandise effectively, content is crucial to manufacturing.

- ▶ Define a vision for content experience or operations
- ▶ Create engaging content experiences for product brands
- ▶ Set + implement content standards for marketing + merchandising
- ▶ Test messaging with specific customer segments
- ▶ Develop useful partner portals for retailers + sales enablement
- ▶ Create compelling product content for digital + packaging
- ▶ Conduct competitive content analysis
- ▶ Improve content consistency for each product across channels
- ▶ Implement AI + modern tech for your content operations
- ▶ Reduce risk of FTC fines or legal issues
- ▶ Translate content or optimize translation for global markets
- ▶ Establish intelligence + reporting about content impact

SAMPLE CLIENTS



Our unique system evaluates and scores your content's effectiveness while collecting invaluable first party data. Make better content decisions with better data.

"DELL HAS A PRACTICAL, NO-NONSENSE APPROACH TO HELPING CUSTOMERS DO MORE. WE WANT OUR CONTENT TO BE RELEVANT FOR THE DECISIONS OUR CUSTOMERS ARE MAKING."

Diane Bunton, Dell



CONTENT SCIENCE
Insight • Idea • Implementation • Impact