

Content usage in an omni-channel marketing world

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Devi Gupta

is Senior Vice President of Marketing and Alliances at FADEL and is responsible for increasing FADEL's presence in the marketplace with market positioning, branding and communications, as well as driving business growth through demand generation tactics, digital marketing and strategic alliances. She brings over 20 years in the technology industry having run the marketing departments and participated on the executive teams at various software firms. With a Bachelors in Computer Science from Cornell University, she has also held roles in product management, product marketing and sales consulting.

FADEL, 22 Elm Place, 4th Floor, Rye, NY 10580, USA

Tel: +1 646 736 6083;

E-mail: dgupta@fadel.com



Melissa Pauna

is Creative Content Steward for Banana Republic. With a BA in art history and master of liberal studies degree in multimedia, with museum studies minor, she has over two decades of diverse physical and digital collections experience. She participated in University of Minnesota Libraries' Archives and Special Collections digitisation and preservation initiatives for the Kerlan Collection and served as a branch library head. She also contributed to the Artstor Digital Library and project managed the Getty Center's digital asset management system pilot and rollout.

Banana Republic/Gap Inc., 2 Folsom Street, San Francisco, CA 94105, USA

Tel: +1 415 427 1624;

E-mail: melissa_pauna@gap.com

Abstract To optimise content usage in an omni-channel marketing world, organisations must prioritise brand consistency and create a customer-centric approach through the introduction of an outside-in view from the buyer's perspective. A balance is required to achieve the ultimate goal of delivering content and messaging across all channels, devices and territories that provides for a truly integrated experience — and do so without impacting corporate risk of copyright infringement. This paper drills into a real-world example to examine how omni-channel marketing affected the content strategy at Banana Republic/Gap, Inc. The paper also provides next-step advice on centralising content and content rights, process governance, automation and leveraging data insights. Examples and best practices will be shared on taxonomies, role-based permissions, key organisational roles, rights management and rights-based workflow and automation.

KEYWORDS: omni-channel, digital rights management, DRM, content rights, taxonomy, copyright infringement

WHAT IS OMNI-CHANNEL MARKETING?

Omni-channel marketing is approaching companies with an eye toward how and what consumers experience and what their daily behaviours are. The goal is to create a unique,

consistent and integrated brand experience for them, especially at the point of sale. With the dizzying volume of different distribution channels and devices, marketers have many ways to reach the consumer and they are doing just that. Channels may range from