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Enhancing Your Editorial Experience

And how Srijan makes it happen

Content is at the core of your relationship with your customers. Even before we talk about personalization, user-behaviour and other similar elements, there has to be content. That's what attracts, engages and converts visitors to users.

Given that, it's critical that your content processes - creating, editing, publishing - are highly optimized and efficient. Your editorial and marketing teams, the ones responsible for ensuring timely and impactful content delivery, cannot be saddled with complex and cumbersome tools and technologies. Because if publishing effective and timely content is a difficult thing to do, then you are set to lose out on:

- Seamless customer experiences

- Fast-emerging trends and associated market opportunities

- Effective and contextually relevant brand messaging and engagement

So even as you prepare to create phenomenal digital customer experiences, it's important to think about the teams that will make it possible. And focus your energies on making life easier for them, with an enhanced editorial experience.

We take a quick look at the key solutions that Srijan brings to the table, to help enterprises take their editorial experience to the next level:

> **Hassle-free Content Creation**

> **Omnichannel Content Delivery**

> **Smart Content Tagging**

> **Smart Content Creation**

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Hassle-free Content Creation

When your team is racing to capitalise on emerging opportunities, you cannot afford to be held back by content publishing roadblocks. Your editorial and marketing teams should not have to wait around for the dev team to help them create new templates and banners, before they can start pushing out a new offer or publish a time sensitive story.

Spin up new layouts and pages across diverse digital properties, with a set of **reusable components.** Enable easy collaboration and faster time-to-market for new content, with editorial solutions that effectively manage content access, editing and publishing.
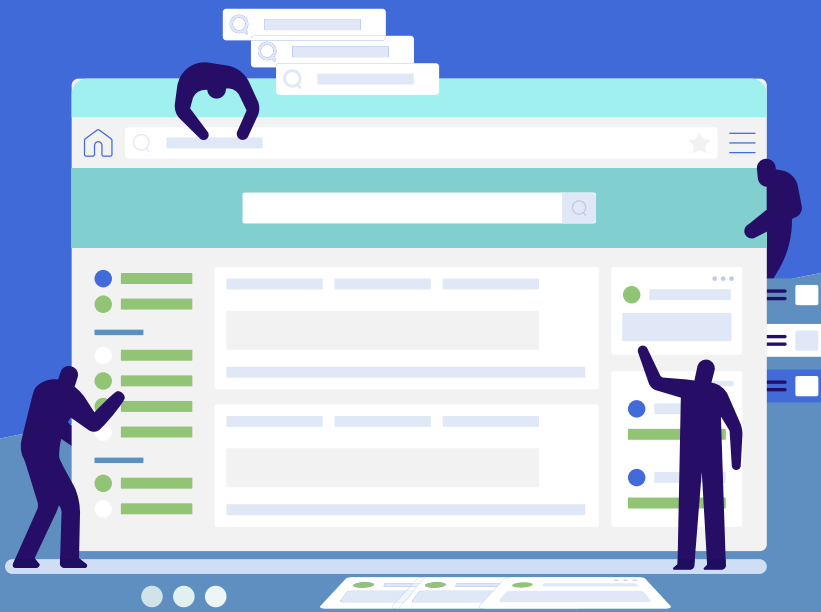
How We Do It - Component Based Development

Component Based Development (CBD) relies on creating reusable "components" - a defined set of design elements and functionalities - and then putting them together to develop a complete page or site or application. Editorial and marketing teams can choose from a set of existing components to quickly design new page templates that best suit their content. No more waiting around for help from the development teams.

Crain Communications was able to roll out revamped websites for 20+ brands, within a year, with the component based development approach.

Give Me the Details

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Omnichannel Content Delivery

Want to ensure a seamless customer experience across all brand touchpoints? Omnichannel delivery is key. That essentially means delivering information across different channels and displaying them in the most effective manner for each channel. You should have the ability to create content that can be quickly pushed out to different channels in different formats, to make sure you reach your customers irrespective of their chosen mode of interaction.

How We Do It - Content-as-a-Service

Content-as-a-Service is a way to deliver structured content across multiple channels, independent of the presentation or display layer. It allows editorial and marketing teams to 'write once, publish anywhere'. So content created once does not have to be repeatedly reformatted in expensive, error-prone and time-consuming processes. Capitalizing on time-sensitive opportunities now becomes as simple as pushing out new information/content onto a central repository, and having it delivered out to website, mobile, app, digital displays, wearables etc, with no additional work required.

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Smart Content Tagging

If you're looking to enhance your customer journeys and drive conversions with intelligent personalization, content tagging is critical. Each piece of content, when tagged correctly with all the relevant parameters, gets served across the right personalization workflows. But when you've got a lot of content, it's impractical to expect your editorial team to manually tag it all. The task is tedious, time-consuming, and prone-to-mistakes. And that's exactly why 'Smart Content Tagging' solutions are required.

TAG 1   **TAG 2**
**TAG 3**   **TAG 4**
TAG 5

How We Do It - Auto-Tagging Solution

Srijan's proprietary auto-tagging solution leverages supervised learning, machine learning(ML), and natural language programming(NLP) to generate meaningful, contextual tags to aid content discovery. Your editorial teams do not have to tag each piece of content at the backend and can simply rely on the tool to parse through the content to add reliable and discriminating tags. That keeps your content organized, searchable, and ready to be pulled into advanced personalization workflows.

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Smart Content Creation

There's a lot of enterprise content that's essential to business processes, but does not necessarily involve critical thinking or insights. Things like daily market reports, weekly sales synopsis etc have a set template and it's just the data and a few details that change with each iteration. And having your editorial team create this content consistently is not the best use of their time and resources.

You can simply automate all tasks of this nature with Srijan's smart content creations solutions.
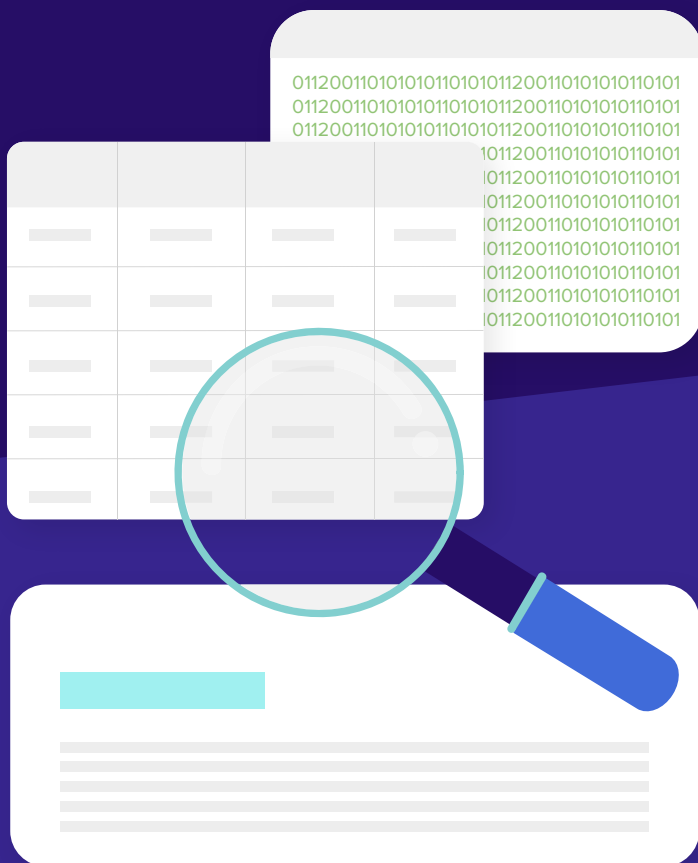
How We Do It

Content Generation
Automate content generation for highly templatized pieces and quickly put them together with structured and unstructured data pulled from various sources. The tool leverages proprietary deep neural network solutions that scrape through data and can create content pieces on the fly.

Content Summarization
Scan through prepared long-form content to quickly generate short summaries that can be pushed across different delivery channels.

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Srijan is working with leading media enterprises in the US, Europe and APAC regions. We are aiding these enterprises' digital transformation journeys, helping them drive superior digital customer experience and future-proof their content ecosystem with Drupal. Our teams work closely with enterprise business and technology stakeholders to create solutions that align with the organizations' overarching strategic goals.

Looking to enable editors with an easy publishing experience? Let's do a little brainstorming and see how we can help.

TALK TO AN EXPERT

Srijan is a creative technology firm that builds transformative digital paths to better futures for Fortune 500 enterprises to nonprofits all over the world. We have championed open-source technologies over the last two decades, bringing advanced engineering capabilities and agile practices to some of the biggest names across FMCG, Aviation, Telecom, Technology, and others.

We lead in Drupal with 300+ Drupal engineers and 75+ Acquia certified Drupal developers and are amongst the 4th globally. With preferred partnerships with Acquia, advanced consulting partnership with AWS, and APIGEE we offer the best technology stack in the market.

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