

# The Content Complexity Crisis

## The challenge:

Over the decades, technological advances have drastically changed buyer expectations, resulting in the need for more content and more personalized messaging.



Low complexity

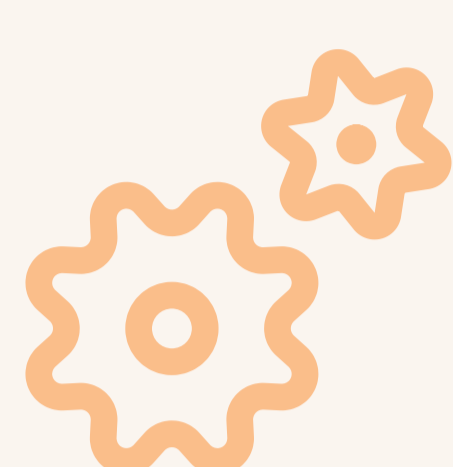


1960s

## Brand

Sales and marketing are focused on the brand message.

- Restricted number of channels
- Basic demographics targeting
- Little message variance



1970s

## Technology

Technology introduces changes to traditional sales and marketing approaches.

- Existing channels grow larger
- The brand is the message
- Computers enable larger brands and agencies to analyze data for better messaging and targeting



1980s

## Cable

Cable television enters. Marketers broaden demographics to include young adults and children.

- More television channels
- New marketing segments and use of psychographics
- Need for varied marketing messages to cover diverse audiences and mediums



1990s

## Internet

And with it, email marketing, early websites, and blogs.

- Channels grow dramatically with the introduction of digital
- Sellers add targeted advertising to their toolbox
- New segments emerge for online audiences, for instance based on needs expressed through search
- Marketing messages proliferate making sales and marketing alignment harder



2000s

## Mobile

Social media and smart phones transform marketing.

- Inbound marketing heralds the rise of content marketing
- Marketers embrace "personalization"
- The number of channels and targeting methods skyrocket



2010s

## Content is King

But there's too much of it.

- Video becomes mainstream and smart speakers arrive as a nascent channel
- Hyper-targeting becomes the norm as customers expect personalization
- Marketers must be masters of all formats and deliver targeted messaging to multiple audiences



2020  
and beyond

## Experience is King

The experience economy arrives.

- Technology enables more and more personal channels: augmented reality, virtual reality, and near-field communications
- Users expect B2C experiences in B2B environments, with hyper-personalized content
- Marketers must be massively cross-channel while maintaining consistent messaging and branding, and personalization at scale
- Buyers expect continuity throughout the journey, from marketing and sales through post-purchase

High complexity

## The solution: Campaign orchestration

Successful businesses develop strategic goals and tactical plans to align sales and marketing around specific campaigns. Then, they use software to orchestrate the work across teams in order to create and deliver powerful content at scale.



Get tips on how to address the content complexity challenge in this eBook:  
**Marketing Maestros: Orchestrating Content that Moves Buyers**

[Download the eBook](#) →