



# **Driving Revenue with Content as a Service.**



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# Driving Revenue with Content as a Service.

Pick up any trade pub these days and you'll very quickly get a sense of the pressures advertising and digital agencies are under. From increasing client demands (do more for less), lack of differentiation, talent attrition, and growth challenges, it would be easy to question anyone's sanity for staying in the game.

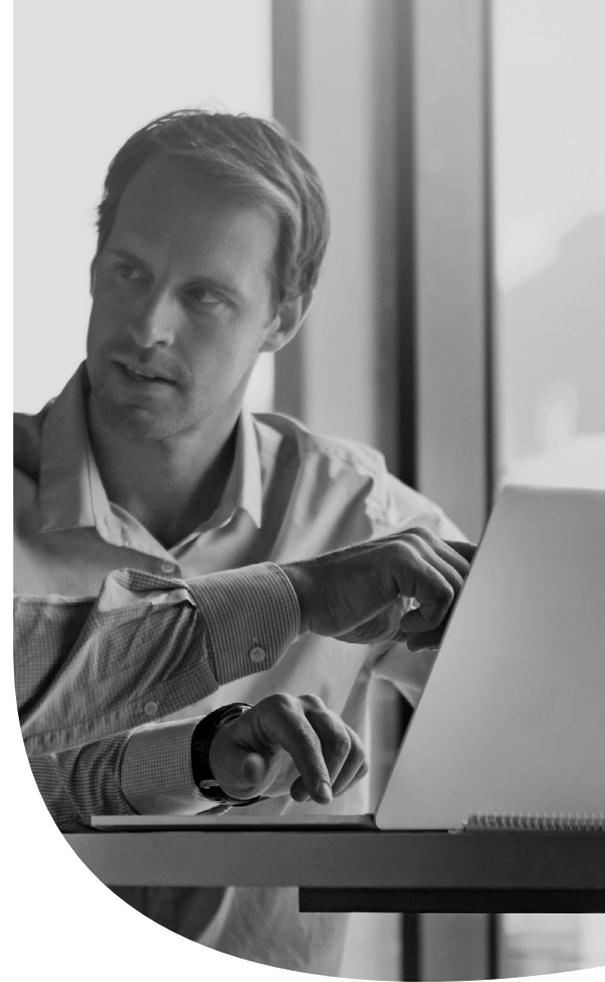
But as agencies and leadership struggle to find answers by crunching numbers, restructuring, and cutting overhead, they erode the very things clients seek them out for: creativity and innovation.

Clients, on the other hand, are facing tremendous pressure to keep up with customer demands. From a marketing perspective, **customer engagement has become a critical yardstick for determining ROI** and content is its pot of gold. Because of this, clients are turning to their agencies wanting "digital transformation"

and pressuring them for more unique and personalized work, greater creativity, lower costs, measurability, and (here's the kicker) they want to be able to take whatever solution the agency comes up with and move it in-house.

Ever wonder why so many client/agency relationships are constantly under review?

So how do you begin to address the content heartburn that's driving a wedge between you two? Historically, the agency solution to crises that threaten their bottom line has been to either **get creative and innovate** or **tighten up and become more operationally efficient**. But because we're dealing with an ever-evolving landscape of content creation, management, and delivery, the answer in this case really needs to be both. Doing so unlocks an incredible opportunity for growth, profitability, and client retention.



## What Is Content as a Service?

**Content as a Service (CaaS)** is a methodology and approach to solving the many headaches associated with content. While often confused or used interchangeably with what's known as a "headless" content management system (CMS), the truth is it's much more than that. CaaS is really **a system that houses all content** in a central, format-agnostic cloud where it can be stored, updated, deployed, and tracked, without the constraints of front-end or channel specific limitations.

Here's an easier way to think about it.

The old way of delivering content meant having a fragmented or siloed creation and editing process because every channel had its own needs and

constraints. These then got pasted into clunky CMSs, which then required additional development to finish and constant maintenance cycles to keep updated.

The new **CaaS** platform **centralizes the raw content in the cloud** where you can collaborate with your clients in real time on its creation. This raw content (written, video, image, etc.) is made modular where it can then be deployed and even remixed across various mediums, websites, and digital experiences without having to version it out eight ways from Sunday. This centralized and singular nature of content allows you to weave it into the fabric of your client's business, integrate into their systems, and precisely track ROI and performance.



# A New World of Innovation and Creativity.

One of the biggest drawbacks to the current approach to content is that **innovation and creativity are severely limited or blocked entirely**. That's because content is inextricably linked to the presentation layer. For example: in other alternative offerings, you have to re-work your copy to fit into a design template—or you have to design your digital experience around a particular content asset—you are constantly making compromises on

either the content or the design (or both). This limits what you can do with either. By leveraging CaaS with a headless CMS infrastructure, you can now **create completely unique experiences for every channel and medium**, but have it all powered by one centralized content repository on the backend. With CaaS, creativity is open and unrestrained, leading to more innovative and engaging content.



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# Leveraging CaaS to Increase Efficiency and Agency Profitability.

*Agencies are always looking for ways to delight their clients. Often, agencies overcommit but yet under-deliver to the timelines set. Scope creep, underestimated employee hours, or unanticipated tech needs often can lead to significantly reducing or eliminating margin entirely.*

Content is the worst offender of this for agencies. Think about it for a moment. Every site, page, microsite, and app you manage for a client is a content island with tons of maintenance needs. From versioning, to tracking changes, and multi-channel consistency across a variety of CMSs, productivity slows to a crawl, launches are delayed, client value suffers, and agency morale takes a beating.

What CaaS offers is the ability for agencies to create **an integrated, plug-and-play infrastructure** without sacrificing the unique and engaging front-end experiences clients demand. This allows agencies to unlock high-margin digital transformation and multichannel offerings that integrate natively into broad ecosystems. By centralizing your content repository within a client's ecosystem, you simplify everything. Project management is streamlined and plugged into tools you already use. For instance, if you have a myriad of Google and Word docs flying around on email and Slack, CaaS platforms allow you to consolidate and unify them all in the CMS. When edits and markups are being done, they're tracked real time (with their edit/change

history) and already in the CMS ready to go live. This also means future changes and updates can be made with a publish-once mentality and implemented across all channels.

Delivering content as a service means **collaboration can happen early and often across a network of stakeholders**. By inviting real-time collaboration, both the agency and client can work on content in parallel with digital experience buildouts so that one doesn't hold up the other and the project gets done on time. Project overhead is drastically reduced—developers can build websites and applications using the technologies they choose while creatives are given **the freedom to do what they do best**. And because CaaS systems integrate seamlessly into both client and agency tech stacks, reporting and data analytics is improved, resulting in faster, more actionable insights, and greater personalization. In short, all of this simplification leads to greater profitability on every project and increased value for your clients. Not a bad outcome if you're keeping score.



# Value Leads to Trust Which Leads to Income.

It's no secret that the quicker your agency can demonstrate value and credibility with a client, the deeper your relationship will be. Achieving trusted advisor status is the key to landing (and maintaining) agency-of-record (AOR) engagements. Your ability to recommend and integrate best-of-breed apps and technology hinges on not being beholden to a particular platform or one way of doing things. What's the old adage? "If all you have is a hammer, then everything suddenly looks like a nail." Clients want you to be able to work with and integrate into the systems they are using and are familiar with. Delivering content as a service lets you **integrate with any of these systems without needing to build complex workarounds** that put your project timelines at risk. Not only does this allow you to remain technology agnostic in their eyes, but you get the added benefit that your work will always appear tailored to each individual client and never seem cookie cutter.

However, **nothing builds trust like results**. Delivering content as a service and weaving it into the fabric of

the business systems that your clients operate creates a very strong lens into measurability. All of a sudden, you have a direct infrastructural connection into their other business systems—so now you can measure the impact that your campaign has had on deal acceleration—for example, you're launching a new campaign with a microsite and you want to see the impact that it will have on deal flow. Plug CaaS into the client's marketing automation tool (Marketo, HubSpot, etc.) and you will see how many opportunities or deals your campaign actually drove for the client. Plug it into their e-commerce tool and you can see how your user guides have had an impact/lift on purchases in Shopify. Then you can come back to the client with ammunition that says "We moved the business for you, guys. We don't just measure clicks and engagements—we measure revenue."

With clients insisting more and more for agencies to adopt pay for performance compensation models, **you will now have the data you need** to make the most of those engagements.



***Do I like the people at the agency?  
And do I trust that they can deliver  
on what I need? It's really no more  
complicated than that.***

# Driving Growth Through New Business.

Winning new business is the life-blood of any agency. The crux of any new business pitch comes down to a potential client asking themselves two simple questions: Do I like the people at the agency? And do I trust that they can deliver on what I need? It's really no more complicated than that. CaaS can't help you too much on the first question, but it can absolutely be a difference maker for the second.

Let's start with case studies. Your client engagements will be far more robust by **being able to tell quantitative and data-driven stories about the content experiences** you've created for others. You'll be able to demonstrate how you've integrated with diverse client systems, simplified processes, and delivered incredibly unique creative multichannel experiences that clients could

continue to manage even after handoff. You'll also have valuable KPI data for your case studies that **show your ability to drive value throughout the process.**

CaaS can help you show that what you'll be building for your potential client is user friendly and won't lock them in to a particular system/experience management tool. You'll also be able to leverage reduced productivity barriers and a faster time to market, which can give you an edge over competitors.

Lastly, you'll be able to unleash your agency's creative potential knowing full well that whatever you come up with will be 100% deliverable and not limited by technology or budget.



## The Impact of CaaS Is Widespread.

If leveraged properly, CaaS can have an enormous impact on many parts of your business. From compelling business pitches and improving profitability, to meeting customer demands and building trust **all the way to driving revenue and unlocking creativity**. These are tangible benefits you'll be able to see and feel throughout your organization.

An interesting (but no less important) byproduct are the intangible benefits you'll see. By reducing stress, easing timelines, making money, fostering greater creativity,

and utilizing latest technologies and frameworks, agency morale goes through the roof. And as you know, a happy workplace positions you to attract and retain great employees.

Content no longer has to be a double-edged sword that provides revenue but causes headaches. Delivering content as a service can instead create **a true win-win scenario** by providing tremendous client value while simultaneously driving agency profitability. If that doesn't sound like a bright future, what does?

# About Kentico Kontent

[Kentico Kontent](#) offers an intuitive authoring environment and gives organizations control over their entire content lifecycle. Integrating with any systems the customer has adopted, the CaaS solution enables developers to gain agility using modern technologies such as microservices and containers. Flexible content models, collaboration, and workflow lead to faster content production and consistent experiences across channels.



## **A global digital agency group saved \$81,000 in CMS and hosting costs**

[See the case study](#)

Kentico offers 24/7 support provided by 20+ support engineers on three continents, consultation packages, training, detailed documentation, and a 7-day bug-fix policy to help customers deliver projects on time and budget.

Kentico has 1,000 digital solution partners and powers 30,000 websites across 120 countries. Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, Singapore, and Australia. Customers include Gibson, Starbucks, Ingram Micro, Mazda, Kingspan, Hyundai, Vogue, and Allergan.

## **SCHEDULE A 1-ON-1 DEMO**

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Learn how you can grow your agency's revenue with Kentico Kontent.

<https://kontent.ai/request-demo>