



COGNITIVES

THE INTEGRATED CONTENT-CENTRIC MARKETING CLOUD

All marketing is content - and integrated marketing needs great content and great content management. The Cognitives Marketing Cloud enables large enterprises to align their marketing teams to this new reality.

**THE MARKETING
LANDSCAPE HAS
CHANGED.**

**BRANDS NOW
NEED INTEGRATED
MARKETING TO
GET ENGAGEMENT.**



OLD MEDIA



SEARCH



SOCIAL



CONTENT

TRADITIONAL MARKETING

INTEGRATED MARKETING

ALL MARKETING IS CONTENT - AND INTEGRATED MARKETING NEEDS GREAT CONTENT AND GREAT CONTENT MANAGEMENT.

Over the past decade, we've seen the complete disruption of the traditional media and marketing landscape, with the rapid introduction of new technologies and the expansion of digital marketing channels. Brands have had to constantly evolve to simply stay relevant.

Today's marketing teams are using a different set of skills to keep up with the rapidly changing ways in which users consume content.

Engagement has become the key aspiration for all channels, and the ability for marketing teams to integrate their marketing efforts across multiple teams, channels and markets is a critical driver to achieving effective engagement.

The dilemma facing brands right now is that whilst there are more ways to reach your audience than ever before, it has never been more difficult to earn their attention and engagement.

The traditional linear marketing process has all but disappeared, reformed into a dynamic and integrated content-driven ecosystem. Gone is the methodical progression from awareness to purchase in the traditional marketing funnel, now the goal is to engage and convert users as precisely, promptly and personally as possible.

To drive this engagement brands need content. Lots of content. Distributed across all marketing channels.

This need for compelling branded content is seeing marketing teams working more closely with other business departments than ever before.

Cross-departmental content enables brands to leverage skills from across their organisation to drive more effective marketing outcomes and a unified brand voice, bringing integrated marketing deeper into the entire organisation.

CONTENT PRODUCTION TAKES UP 50% OF THE MARKETING BUDGET

Content production currently takes up 50% of the marketing budget for most brands, but many of these brands don't have effective solutions in place for management of content assets and their content production teams.

Successful integrated marketing and user engagement requires brands to deliver content at scale, which in turn requires full visibility and control over the entire process, from initial planning through to creation, distribution and measurement.

In the same way that the traditional marketing funnel is no longer relevant in today's dynamic and integrated content ecosystem, traditional marketing platforms are no longer able to support the fluid and ever-changing marketing landscape that brands now need to navigate.

The screenshot shows a web application interface for content planning. At the top, the word "Planner" is displayed in blue. To the right, there is a notification bell icon with a "2" and a search bar labeled "Search planner". Below this, there are several filter dropdowns: "Sort By: Date", "Section: All", "Status: All", a user profile for "Amy", and "This Month".

The main section is titled "Content Types Board" with a gear icon for settings. It is divided into four columns representing different content types:

- Deep Articles:** Contains three items: "Interview with Georgie Pie" (SPORTS & LEISURE, BACKLOG, OCT 7, 7 comments, 1 share), "Travelling through conflicted war zones" (TRAVEL, IN REVIEW, OCT 12, 2 comments, 1 share), and "Series: Living a nomadic lifestyle in the digital age" (TRAVEL, IN PROGRESS, OCT 25, 13 comments, 4 shares).
- Light Articles:** Contains three items: "Spring cleaning for the summer months" (LIFESTYLE, ON HOLD, OCT 18, 6 comments, 2 shares), "Backyard cricket cup" (SPORTS & LEISURE, BACKLOG, OCT 7, 7 comments, 1 share), and "The hot places to travel in summer 2018" (TRAVEL, IN PROGRESS, OCT 25, 13 comments, 4 shares).
- Video Content:** Contains three items: "The hot places to travel in summer 2018" (TRAVEL, IN PROGRESS, OCT 25, 13 comments, 4 shares), "Interview with Georgie Pie" (SPORTS & LEISURE, BACKLOG, OCT 7, 7 comments, 1 share), and "Travelling through conflicted war zones" (TRAVEL, IN REVIEW, OCT 12, 2 comments, 1 share).
- Social Content:** Contains three items: "Spring cleaning for the summer months" (LIFESTYLE, ON HOLD, OCT 18, 6 comments, 2 shares), "Backyard cricket cup" (SPORTS & LEISURE, BACKLOG, OCT 7, 7 comments, 1 share), and "The hot places to travel in summer 2018" (TRAVEL, IN PROGRESS, OCT 25, 13 comments, 4 shares).

Each item card includes a category label, a status label (BACKLOG, IN REVIEW, IN PROGRESS, ON HOLD), a date, comment count, share count, and a profile picture of the author. At the bottom left of the board, there is an "Add a card" button.

TRADITIONAL MARKETING PLATFORMS ARE NO LONGER ABLE TO SUPPORT THE FLUID AND EVER-CHANGING MARKETING LANDSCAPE THAT BRANDS NOW NEED TO NAVIGATE.

Complex and heavy incumbent marketing platforms like Adobe, Salesforce and Oracle were built to support the traditional and linear marketing process.

With the urgent need for brands to adopt integrated marketing, these platforms are struggling to meet marketing teams needs.

Marketing teams need to execute rapidly and collaborate across multiple business silos whilst delivering an integrated content experience across all marketing channels. The content driving this marketing needs to be organised and managed effectively.

The Cognitives Marketing Cloud was designed to meet this exact need for brands.

Putting your branded content at the centre of your integrated marketing strategy, your entire marketing team can easily plan, create, distribute and measure your content across all of your marketing channels.

Giving you deeper insight into what's working with your marketing content, and the ability to consistently deliver the best experience for your audience.

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