

Modular Content Success: A Quick Start Guide

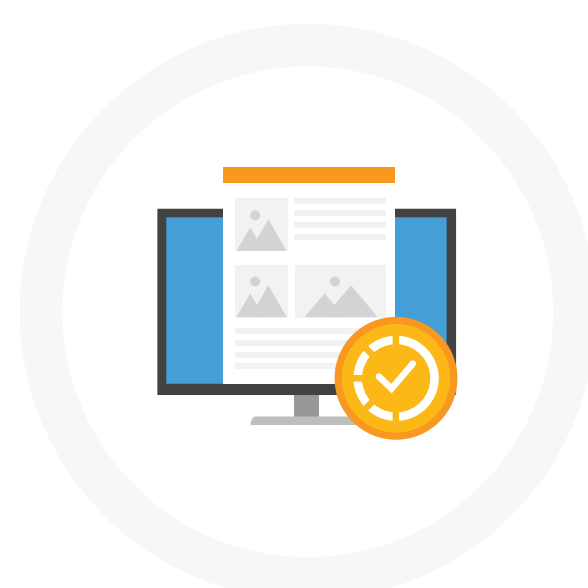
Modular content allows you to create relevant promotional content faster across channels, and at scale. Using pre-approved content modules to build promotional assets, teams can accelerate legal, medical, and regulatory (MLR) reviews.

Here's a checklist to get you started:

1

✓ Setting your foundation that includes a centralized source of truth

Before embarking on a modular content strategy, make sure you have strong foundational capabilities including a centralized digital asset management (DAM) solution, established processes and workflows for claims management, and agency buy-in on managing content.



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✓ Establish your operating model: align early and quickly

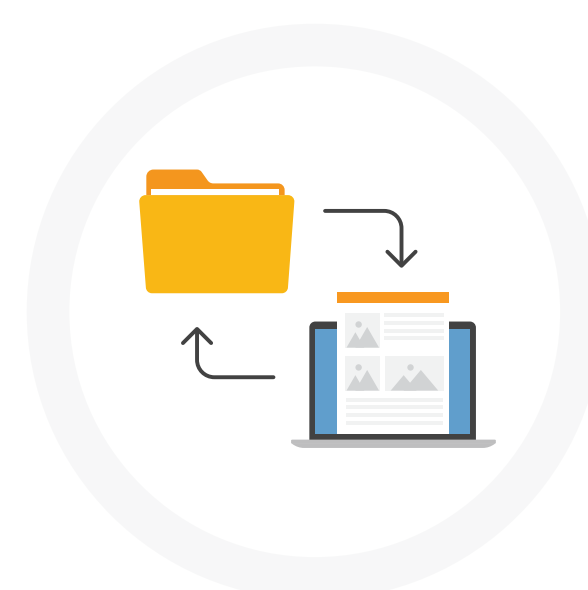
Adopting a modular content strategy requires collaboration and alignment across agencies, commercial operations, IT, regulatory and compliance, and brands. Each function plays a critical role in the process. It is essential to align early and quickly. Involve each team in new governance and operating models for feedback and buy-in.



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✓ Build a connected content ecosystem

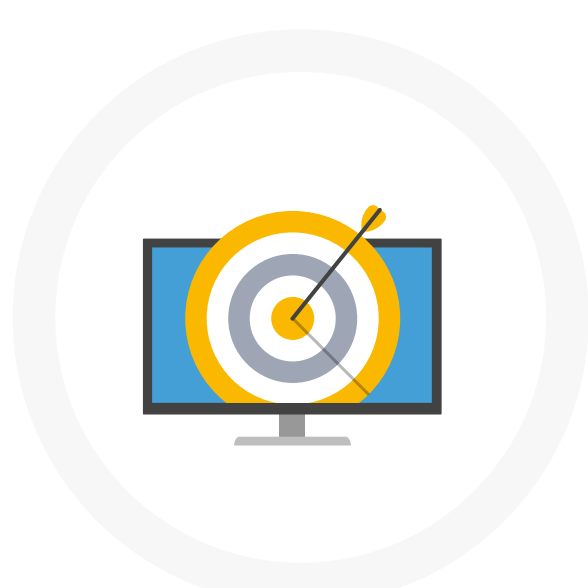
Optimize and scale end-to-end workflows to support content through MLR, distribution, and DAM. Integrate your tech stack to enable fast content creation workflow and distribution.



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✓ Set clear success criteria

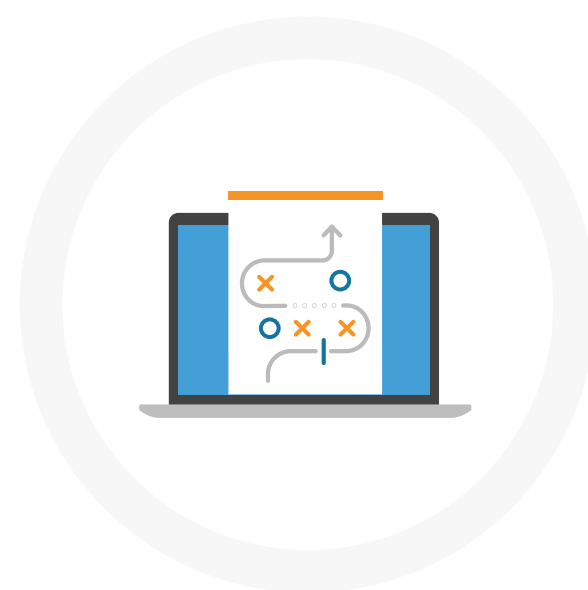
Stakeholders need to know the rationale for modular content and the benefits that it brings – namely, greater reuse, faster MLR, and speed to market. Set your goals against key metrics early on to measure success along the way.



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✓ Plan for change management

Internal change management is often the most challenging roadblock to overcome. It not only requires alignment across all key stakeholders on a global level, but must also consider the needs of local teams. Companies should spend time upfront educating stakeholders on the value of modular content, and ensuring that everyone along the content supply chain is on board with the new process.



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✓ Assess your content library

Here are a few indicators to identify potential assets for modular use:

- Look for content that can be broken down into individual components or modules
- Identify content that is utilized across multiple pieces, channels, and geographies
- Use assets that have a longer shelf life and broader utilization
- Focus on high-performing content



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✓ Begin with a pilot

The best way to begin is to start small, learn fast, and scale rapidly. Identify the business area best suited to drive change and limit disruption or risk to other parts of the organization. For example, begin by deploying modular content for a new brand, channel, or indication. This way teams can start from scratch rather than redo long-standing processes for a mature product.



Want to learn more about modular content?

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