

Content Creation Best Practices

This document is intended to serve as an introduction and inspiration to best practice when creating digital content for CLM/MCM campaigns using Agnitio Software. It is always important to align expectations between the different stakeholders.

Introduction

The creative process when creating digital content in general is a complex task and we have identified a number of key areas that deserves attention during the process and they are listed here:

Content guidance

Create engaging content to make it more interesting compared to paper detailers (Graphics, animations, sound, video, interactivity)

Focus the interactivity/moving elements on the key messages to increase message memory.

Use animation and interactivity to explain complex matters like MoA

Use interactivity to capture perceptions, opinions, and preferences enabling the monitoring on custom events.

Keep the screen as simple and clean as possible to avoid distraction of the key message.

Content always 1 (or few) clicks away for fast, easy and dynamic navigation to key messages needed on the fly.

Construct content that either statically adheres to a storyboard and message-strategy...or content that can be altered and re-organized by the individual user before each call (Dynamic agenda).

Time the speed of animations – is it worth spending your time seeing lots of bar charts growing up one by one?

Include 1 or few key messages per slide to optimize on analytics.

Process considerations

Get access to your own work environment for testing and editing on the fly.

Ensure you have all types of devices, screen sizes and resolutions mapped and available for scoping the coding efforts.

Sign up for training sessions to learn about the software and possibilities.

Make sure to discuss KPIs like call quality, interaction, duration of sales call, remembrance, and message compliance in the very first stages of the project – it is too late after go-live! Discuss how to measure them and what the goals are – it is also to later after go-live!

Plan how to use the feedback in order to improve the sales material and by that closing the loop and the improve the ROI.

Test and document your material to ease the process of amending/upgrading/localizing material.

Test on the device (iPad and or Windows device) – browsers does not always render everything correctly.

Once you have uploaded your work - Do the smaller changes in the Manager Editor or Rainmaker Workflow/Builder on the fly.

Technical guidance

Memory management is a top priority while developing for the iPad.

Reduce/Optimize image size.

Avoid text in images for easy localization.

Use standard HTML5 coding – free format or Agnitio HTML5 Framework.

Use the Agnitio Framework to open up for and benefit of the editor features in the back-end administration tools (Make text and assets editable).

Think multichannel into the project scope from the beginning ensuring you can recycle the content in different channels without spending much time on it – current channels in Agnitio software is Face-to-face (iPad and Windows tablet applications), Microsites, Remote calls 1to1 or 1tomany, email, sms and Sharedoc.

Possibilities...and a couple of limitations

Agnitio offer you creative freedom – You do not have to follow predefined navigations or other restrictions ...you are in control of the content.

Distribution of the content to the sales reps, once it is regulatory approved, is done in minutes.

Ipad specific:

'Double tap' opens up for a navigation bar in the lower part of the screen – avoid using that as part of your gestures in the content.

Windows device specific;

'Swipe from the right or the left' opens up for a navigation bar on the right and the left side of the screen – avoid using that as part of your gestures in the content.

Tracking – what to consider

Define the KPIs and their targets

Make sure the analytics are understandable and easy to interpret

Assess the performance measurements against the defined targets and take appropriate actions

Practical advice when publishing a new detailer

Make sure you have access to test the content in our software

Test, test and test again – not just visuals but also analytics

Document the work to align expectations (Manuscripts, localization documents, approval screenshots, digital assets library, developers instructions for hand over between agencies etc.)

Check how to share the material (Sharing through the Agnitio Manager software or via zip files for Rainmaker)

You can also ask Agnitio agency support for content sharing assistance if needed – just mail to agency_support@agnitio.com