

# Fireside Chat | [Digital Asset Management] How to Maintain a Well-Oiled Content Machine in Uncertain Times



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# How to maintain a well-oiled content machine in uncertain times



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SUMMIT  
BERLIN

 Canto

 Hootsuite



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Take a guess:  
How much content will  
your content/marketing  
team produce in 2023?

slido



**How much content will your  
content/marketing team produce in  
2023?**

① Start presenting to display the poll results on this slide.

Canto's research shows:  
Most content and creative teams are now  
expected to produce **MORE** content....

72% 

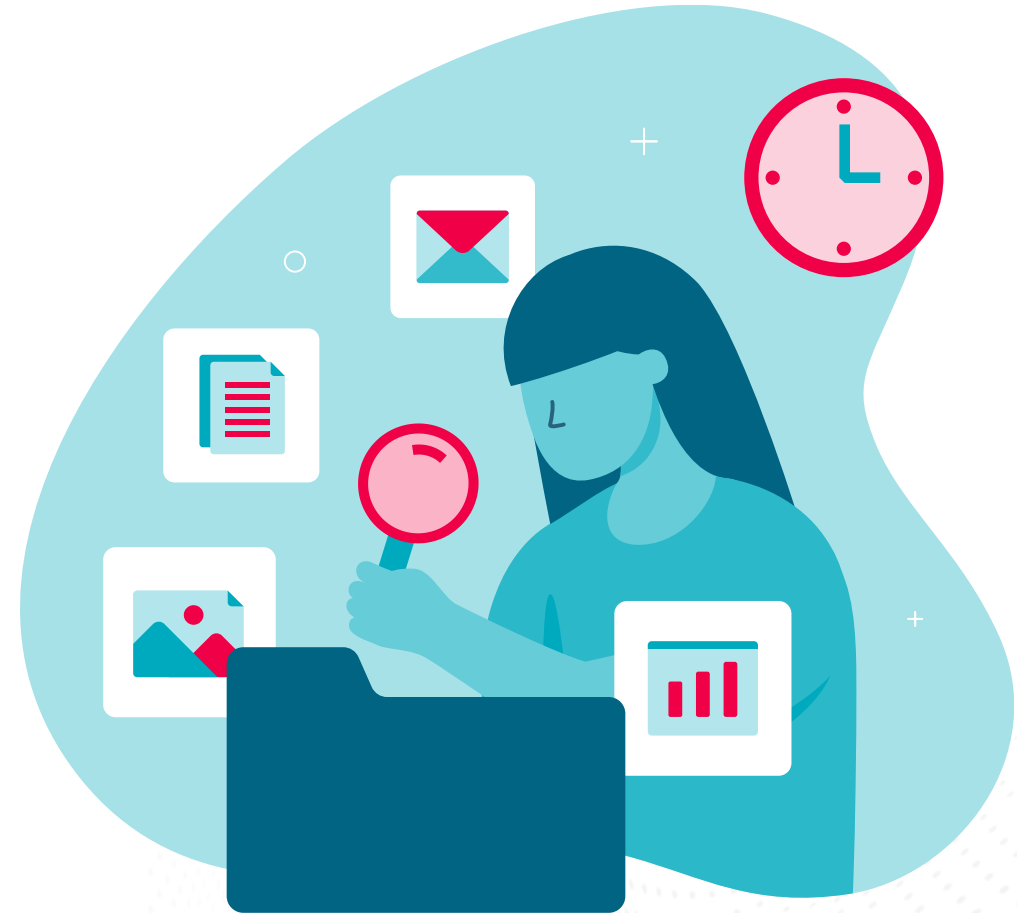
of respondents said they will  
produce more content in 2023  
than in 2022

....with **FEWER** resources



# 1. Trends & developments

How can we create more with less?



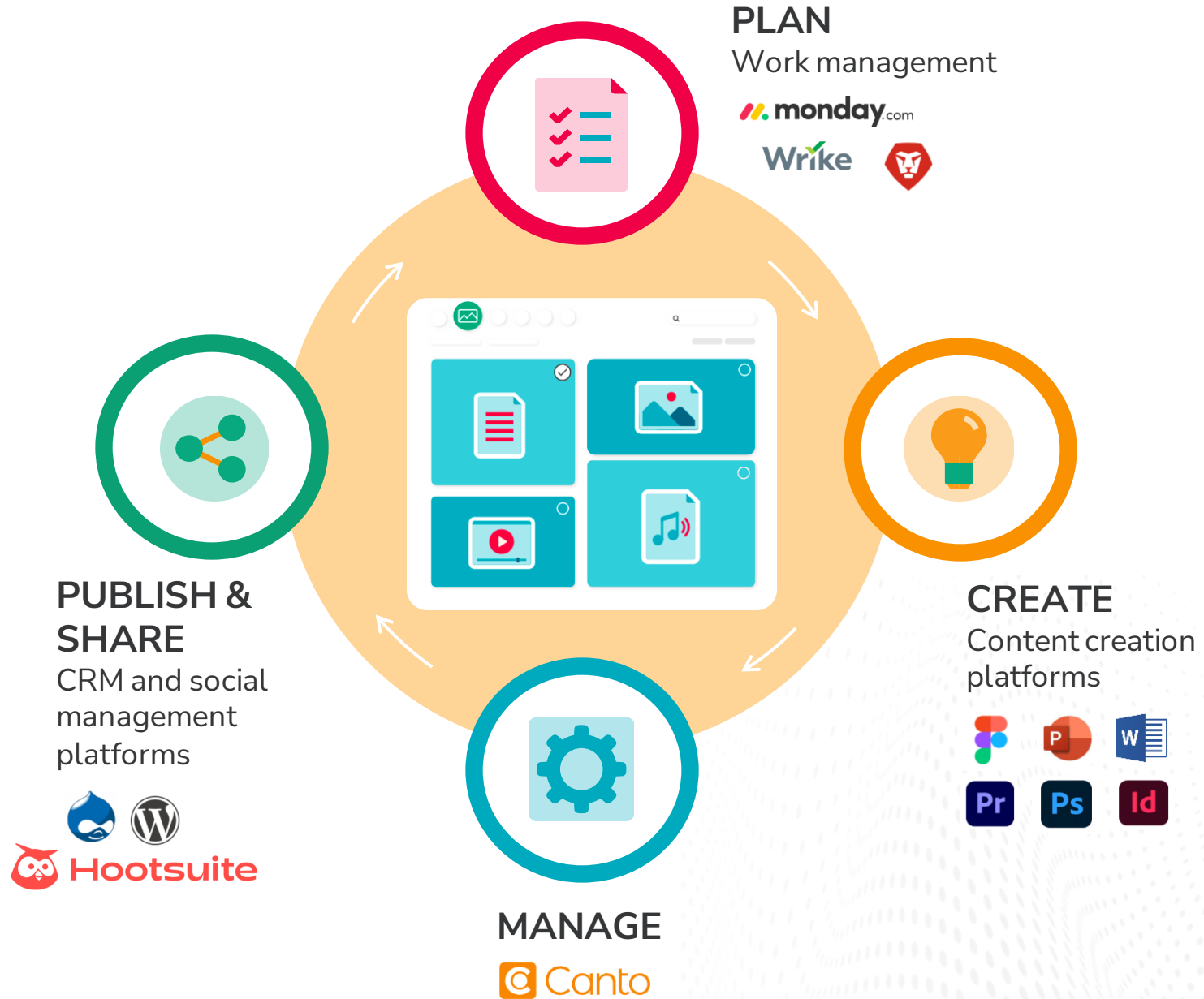
## 2. How to get more ROI from each piece of content





### 3. How to create a cohesive, efficient marketing tech stack





# Session Takeaways

Sebastian  Canto

- Keep an eye on your tech stack (don't get left behind)
- Adopt a mindset of testing & adjusting to keep your workflows efficient
- Don't force creative teams to reinvent the wheel
- Get yourself a single source of truth, for every stage of your content lifecycle

James  Hootsuite

- Leverage AI & other new tech and don't fear it (yet)
- Be efficient: Recycle & repurpose content
- Be fair & honest with yourself when you define benchmarks & ROI
- Be mindful & get the most out of your content on all channels and in all formats

Questions?  
Let's hear from you!



# Thank You

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