MANDOGROUP

Content & Experience Clarity.

A playbook for leaders who are looking to build maturity in Content, Experience & Assets.

Introduction.

Inconsistent messaging, duplicated assets, and disconnected teams can erode the customer experience faster than any technology issues. Across our Digital Maturity Assessment, this was one of the lowest-scoring areas - with most organisations struggling to join up what they say with what customers see and feel.

When content and experience lack clarity, the symptoms are familiar - and often accepted as normal:

- Teams creating similar content in isolation
- Messages that vary by channel, team, or device
- Manual copy/paste workflows instead of streamlined CMS processes
- Assets that are impossible to find or repeatedly recreated
- No clear ownership of performance or content reuse strategy

This playbook is designed to help you tackle those challenges head-on.

Each part can be applied in isolation if you're addressing a specific issue, but the greatest impact comes from stacking them together - creating a cohesive, scalable approach to content and experience clarity.

Let's get started.

Play 1.

Content Coordination Canvas.

Goal: Bring order to content chaos by creating structured, collaborative workflows.

What it is

A shared view of upcoming content and experiences that aligns stakeholders on audience, objectives, messages, formats, channels, timing, ownership and measurement. It replaces ad-hoc calendars with a single source of truth the whole team actually uses.

When to use it

- You have duplicated or inconsistent content across teams or markets.
- Campaigns are planned without considering content operations or reuse.
- Briefs arrive late and production is rushed.
- You cannot see which content performs or should be iterated.

Use this to

- **Create alignment fast:** agree the who, why, what and when for every content item before production starts.
- **Reduce duplication:** spot overlaps and merge similar items early.
- **Improve reuse:** plan variants and localisation up front rather than re-creating later.
- **Tighten governance:** make ownership, approvals and deadlines explicit.
- **Connect to outcomes:** link content to objectives, metrics and experiments so you can iterate.
- **Shorten cycle time:** remove back-and-forth by clarifying inputs and definition of 'done'.

Benefits

- **Clarity and control:** a single source of truth reduces confusion, rework and missed deadlines.
- **Consistency:** aligned messages and journeys improve trust and conversion.
- **Efficiency:** fewer duplicate assets, faster approvals, better reuse and localisation.
- **Effectiveness:** content linked to objectives and experiments improves results quarter on quarter.
- **Accountability:** clear ownership and SLAs reduce bottlenecks.

Where the wins are

- **Immediate:** de-duplicate 10 to 20 percent of planned items, release capacity to improve the work that remains.
- **30 days:** reduce average content cycle time by 15 to 25 percent and publish the first reuse set.
- **60 days:** prove two to three experiments that lift a key metric (CTR, lead quality, task completion).
- **90 days:** demonstrate a measurable improvement in consistency across priority journeys.

What goes on the canvas

Include these fields for each planned item or stream:

- **Audience and Need:** primary segment, job to be done, pain point.
- **Objective and Outcome:** business goal and success metric (leading and lagging).
- **Message and Proof:** core message, supporting facts, assets available.
- **Format and Channel:** page, article, email, social, video, paid, in-product.
- **Experience Link:** where it sits in the journey, internal links, next best action.
- **Variants and Localisation:** required versions, language, accessibility needs.
- **Owner and Contributors:** writer, designer, SME, approver, publisher.
- **Workflow and SLA:** draft, review, compliance, publish, with dates.
- **Dependencies:** upstream data, product release, campaigns, legal.
- **Measurement and Experiment:** KPI, event tracking, test idea, hypothesis.
- **Reuse Plan:** how this asset will be sliced, repurposed or retired.
- **Status and Risks:** green, amber, red and what is blocking.

Tip:

Render this in a simple table or Kanban view so it is easy to scan in stand-ups.

The canvas

Field	Description / Guidance	Example Entry
Audience & Need	Define the audience segment and their specific task, question, or pain point.	HR Directors need to modernise onboarding content
Objective & Outcome	Specify the business and user outcome; include a measurable success metric.	Increase guide downloads by 20% within 6 weeks
Message & Proof	Key message and supporting facts, data, or assets.	"Simplify onboarding with automation" + case study link
Format & Channel	Content type and distribution platform(s).	Blog, email, paid LinkedIn
Experience Link	Where this fits in the journey; what comes before and after.	Discovery → Consideration → Demo booking
Variants & Localisation	Planned versions, translations, or adaptations.	UK / US copy; video subtitles for accessibility
Workflow & SLA	Agreed timeline and workflow steps (draft, review, approval, publish).	Draft (5d) → Review (3d) → Publish (2d)
Dependencies	Inputs, approvals, or data required before completion.	Awaiting product imagery and pricing sheet
Measurement & Experiment	KPIs, tracking setup, any tests that could be performed to improve content performance, along with clear hypothesis and the metrics and tracking needed to support them.	CTR, engagement rate; A/B test CTA variant
Reuse Plan	How and where this will be repurposed or re-used.	Adapt blog content for email series and internal playbook
Status & Risks	Current progress and blockers.	In review; dependency on campaign assets

How it works (90-minute set-up workshop)

1. **Frame (10 min):** confirm period covered, audiences and goals	**2.** **Collect (20 min):** teams add current and planned items to the canvas. Get the teams aligned here by getting everything on the table	**3.** **Cluster (15 min):** group by audience and journey stage, remove duplicates
4. **Prioritise (15 min):** stack-rank by value vs effort and time sensitivity	**5.** **Complete fields (20 min):** fill ownership, workflow, metrics and reuse plan	**6.** **Agree cadence (10 min):** weekly 15-minute stand-up to keep it live

Participants: product or service owner, content lead, channel owners, design, data, compliance as needed.

Outputs: populated canvas, owners and deadlines agreed, first experiments chosen.

Cadence: weekly stand-up to review new items, performance and experiments.

Top tips:

1. **Make it visible:** pin the canvas in your workspace and link it from briefs and tickets. And start small - cover the next 4 to 6 weeks, then expand once the rhythm is set
2. **Standardise briefs:** only accept work that uses the canvas fields, otherwise it creates drag
3. **Bake in accessibility:** capture alt text, reading age and WCAG checks as standard fields
4. **Plan for reuse:** define the slice-and-repurpose plan during planning, not after publishing
5. **Track learning:** add one row per experiment with hypothesis, result and next action
6. **Name one owner:** a single coordination owner keeps it honest and current
7. **Think of the right tools:** Optimizely CMP is a powerful content platform that takes you from a manual "get started on the journey" process we're outlining here to a powerful dynamic orchestration platform.

Common pitfalls to avoid: turning it into a pretty poster with no owners, skipping metrics, treating it as a one-off meeting rather than a weekly habit.

Success measures

Start by tracking one or two indicators, both before and after you implement the Content Coordination Canvas. For example:

Cycle time from brief to publish: how long it takes to get from initial brief to live. Get a baseline from a recent piece of work and have that as the target to beat as you sharpen focus on content operations.

A content coordination canvas can drive initial improvements and support the business case for more significant investment to transform your content operations through a Content Marketing Platform and Intelligent Agents supporting workflow.

As your maturity increases, adopt other success metrics that can help you get a better picture of the ROI, such as:

- % items with defined KPI and tracking implemented
- % content reused or localised vs newly created
- Duplicates prevented per month
- Experiments run and win rate
- Journey consistency score from QA or heuristic review

Play 2.

Digital Assets Maturity Toolkit.

Goal: Get your digital assets centralised, tagged, and findable.

What it is

A structured framework for assessing, organising, and improving your **Digital Asset Management** - ensuring that content, media, and brand assets are findable, reusable, compliant, and scalable across your digital ecosystem.

The toolkit helps teams move from **reactive content storage** (shared drives, folders, emails) to intentional **asset operations**, where every file supports efficiency, consistency, and brand control.

When to use it

- Assets are stored in multiple locations or cloud drives with no central control.
- Teams waste time searching, recreating, or re-approving similar files.
- There's no clear ownership for asset tagging, archiving, or version control.
- Brand consistency or campaign turnaround is suffering due to content chaos.
- You're preparing for a new CMS, replatform, or marketing automation rollout.

Use this to

- Map your current DAM maturity - assess strengths, weaknesses, and quick wins across people, process, technology, and governance.
- Define ownership and accountability for asset lifecycle management.
- Streamline production by making assets easy to locate, approve, and reuse.
- Increase ROI on content creation by enabling true reusability across teams and channels.
- Support compliance and accessibility through version control, metadata, and expiry tracking.
- Lay the foundations for automation (e.g. dynamic personalisation or AI content retrieval).

Benefits

- **Efficiency:** Save time and cost by preventing unnecessary asset creation.
- **Consistency:** Maintain a unified brand presence across all digital touchpoints.
- **Governance:** Improve compliance and reduce risk around rights and usage.
- **Scalability:** Enable global reuse and collaboration without duplication.
- **Readiness:** Lay the foundation for personalisation and AI-driven content operations.

Where the wins are

- **Immediate:** Eliminate duplicated assets, reclaim shared drive storage, and clarify ownership.
- **30 days:** Implement taxonomy and tagging standards across top 3 content types.
- **60 days:** Establish an operational DAM hub with workflows and governance.
- **90 days:** Demonstrate measurable time savings in content retrieval and campaign delivery.

How it works (3-step process)

Step 1: Assess

Use the DAM Maturity Model (included below) to evaluate your current level against four dimensions:

Dimension	Description	Maturity Levels		
		●	●	●
People	Roles, responsibilities, and skills around DAM management	Ad-hoc	Defined	Embedded
Process	Workflows for upload, approval, tagging, and archiving	Manual	Partly automated	Fully integrated
Technology	Tools, integrations, and searchability	Shared drives	Basic DAM	Enterprise DAM with APIs
Governance	Rules for naming, rights, compliance, and expiry	None	Guidelines	Policy-driven with audit trail

Output: a simple heatmap that gives an indication of where you sit today.

Optimizely CMS comes with inbuilt DAM capability. Furthermore, Optimizely provides a dedicated DAM product as well as seamless integrations with other DAM providers.

Step 2: Prioritise

Identify your top 2-3 areas for improvement based on the assessment. This should contain items that could support improvements in the RAG status for each swimlane above (People, Process, Tech, and Governance):

1. **Quick wins:** e.g., metadata standards, central folder taxonomy, or workflow templates.
2. **Medium-term:** role-based permissions, approval routing, and expiry automation.
3. **Long-term:** integrations with CMS, CRM, or AI-driven tagging systems.

Set a target state for the next 3-6 months, and agree ownership for each improvement theme.

Step 3: Activate

Use the included toolkit to make change stick:

Tool / Template	Purpose	Outcome
DAM Policy Template	Defines ownership, rights, and versioning rules	Team accountability and consistency
Metadata Tagging Guide	Establishes naming, tags, and search conventions	Easier search and reuse
Asset Lifecycle Workflow	Defines upload → approval → publish → archive	Controlled flow and faster access
Quarterly Audit Checklist	Reviews metadata accuracy and expired assets	Continuous improvement
User Onboarding Guide	Trains new users on process and system	Improved adoption and compliance

Top tips: Start small: Audit one campaign or brand area before tackling the enterprise library.

- **Standardise naming conventions:** Keep them human-readable and consistent across teams.
- **Automate approvals where possible:** Use your CMS or DAM tool to reduce manual bottlenecks.
- **Measure reusability:** Track how often assets are reused, not just downloaded.
- **Integrate gradually:** Build DAM governance before integrating with automation or AI. Nominate a "DAM Lead" in each department to drive local compliance.

Success measures

Start by tracking one primary indicator that directly reflects how effectively teams are accessing, managing, and reusing assets: **% of content retrieved via DAM vs local drives.**

To measure this meaningfully, look not only at asset counts, but also at the hidden operational impact:

1. How long teams spend searching for files across local folders, SharePoint, email chains, or “shadow repositories”.
2. How often assets are requested from colleagues because they can’t be found.
3. The number of times the same asset is recreated because the original is inaccessible.
4. Capture a baseline from recent activity - for example, the last three campaigns or content cycles - and measure how often assets came from the DAM versus manual or local sources.
5. As DAM utilisation increases, you should see reduced hunt time, fewer recreations, and faster workflows, which also helps build the case for further investment in metadata, automation, or platform optimisation.

As your maturity increases, start to consider:

1. **Number of duplicate assets eliminated per quarter**
   A direct measure of operational efficiency and reduced waste.
2. **Compliance rate with metadata and tagging standards**
   Helps ensure assets are easy to find, retrieve, and reuse.
3. **Number of reuses or adaptations per original asset**
   A strong indicator of DAM value, demonstrating return on content investment.
4. **Reduction in “lost” or “unapproved” content used in campaigns**
   Measures governance strength and reduces brand, legal, and compliance risk.

Play 3.

Personalisation Kick-Starter Kit.

Goal: Move from manual targeting to meaningful personalisation at scale.

What it is

A practical framework to move from static, one-size-fits-all content to **data-driven, targeted experiences** that improve engagement and conversion.

This play helps you start small - by introducing rules-based personalisation in your existing channels - and scale gradually towards automated, predictive approaches using **Optimizely's Personalisation** tools.

When to use it

- You're producing high-volume digital content but serving identical experiences to all users.
- Analytics show strong traffic but low engagement or conversion.
- Teams are unsure how to use audience insight or behavioural data to shape content.
- You have Optimizely (or another DXP) but aren't using its personalisation features effectively.
- You want measurable, low-risk tests to prove value before investing further.

Use this to

- **Define and prioritise audiences:** identify high-value visitor groups worth targeting first.
- **Set measurable goals:** connect personalisation activity to business outcomes (e.g. form completion, product view, enquiry submission).
- **Design simple rule-based experiences:** use available data signals to adjust messaging, layout, or CTAs.
- **Prove impact quickly:** run controlled experiments to show uplift before scaling.
- **Create a repeatable model:** build a framework your team can reuse for future campaigns.

Benefits

- **Relevance:** deliver content that reflects user intent and context.
- **Engagement:** lift click-through and dwell times through more meaningful experiences.
- **Conversion:** increase lead quality and reduce drop-off by aligning to journey stage.
- **Efficiency:** focus on content that performs, not just content produced.
- **Scalability:** establish a data-driven foundation for AI personalisation.

Where the wins are

- **Immediate:** Launch simple audience-based variations using Optimizely features.
- **30 days:** Identify top 2-3 high-performing personalisation rules and quantify uplift.
- **60 days:** Introduce automation and audience refinement via Optimizely Personalisation.
- **90 days:** Deliver measurable conversion or engagement increases tied to business KPIs.

Personalisation maturity model

Level	Stage	Description	Common Traits	Next Step
1. Awareness	Static Experience	Content is the same for all users; no segmentation or data usage.	Generic messaging- Limited analytics. Personalisation discussed but not implemented.	Identify key user segments and define initial audiences using existing data (visits, source, device).
2. Foundation	Rules-Based Personalisation	Teams manually configure simple rules to deliver tailored messages using basic data signals.	Audiences defined in Optimizely (e.g. visits, language, device). Limited tests and KPIs- Rules created manually per campaign.	Build 2-3 audience-driven use cases with measurable uplift.
3. Acceleration	Automated Personalisation	Behavioural and contextual data automatically drive segmentation and targeting.	Optimizely Personalisation or equivalent deployed. Model-based targeting. Early evidence of ROI.	Scale automation to key journeys; integrate CRM or transactional data.
4. Intelligence	Predictive Experience	Machine learning anticipates user needs and delivers proactive, intent-based experiences.	Predictive models & AI recommendations. Multi-channel personalisation (email, web, app). Continuous optimisation culture.	Expand to cross-channel journeys and measure impact on retention and revenue.

Step 1: Define your audiences

Start by identifying the 2-3 visitor segments that matter most and why a personalised experience would improve business outcomes.

Step 2: Map what elements of known data we can surface

Use a combination of:

1. **Behavioural data:** pages visited, categories viewed, dwell time
2. **Contextual data:** device type, location, referral source, language
3. **Business context:** lifecycle stage, industry, or known persona

Within Optimizely, for example, you can define "Audiences" and then apply simple rules-based personalisation using elements such as number of visits, display channel, landing URL, selected language, or visited category.

Keep it simple - focus on segments that represent distinct intent or need rather than demographic labels.

Step 3: Map the experience

For each audience, decide:

1. What content or message should they see?
2. What should they do next?

Audience	Trigger	Personalised Element	Goal
Returning visitor	>1 visit within the last month	Change CTA from "Learn More" → "Talk to an expert"	Enquiry uplift
Mobile visitor	Device = mobile	Swap hero image for product-focused version	Reduce bounce rate
Category-specific user	Visited "Campaign" pages	Promote related case study	Deeper engagement

What business goal does this support?

Step 4: Configure and test

Implement with Optimizely's built-in capabilities:

1. Define audiences using behavioural and contextual conditions.
2. Apply rules-based personalisation in your web experiences - e.g. adjust hero images, CTAs, or banners for selected segments.
3. Measure performance against a defined baseline using Optimizely's analytics.

Step 5: Review and scale

After your first 2-3 personalisation tests:

1. Evaluate uplift vs control groups (CTR, dwell time, conversion rate).
2. Record learnings - what worked, what didn't, and why.
3. Automate repeat successes; retire low-value rules.
4. Share results internally to build confidence and appetite for wider adoption.

Scale horizontally (more pages, channels) or vertically (more data inputs, predictive models) based on readiness and ROI.

As confidence and maturity in this grows, you may benefit from the licensed Optimizely Personalisation product, which uses behavioural and contextual data to automatically segment and target visitors in real time.

This shifts effort from rule creation to continuous optimisation, as models learn and improve over time.

How to use it:

Run this self-assessment quarterly with your digital, content, and optimisation teams.

Identify your current level, then agree the one shift that will drive the greatest business value (e.g. move from Level 2 → 3 by automating targeting in Optimizely).

Record results in your DMA tracking sheet to show maturity growth over time.

Top tips:

1. **Start with a single KPI:** engagement, demo bookings, or lead quality.
2. **Don't over-segment:** focus on distinct, high-impact audiences.
3. **Build governance early:** maintain a central register of audiences and rules.
4. **Treat every rule as an experiment:** document hypotheses and results.
5. **Automate reporting:** use Optimizely analytics to compare variants.
6. **Collaborate:** involve content, UX, and data teams early to align design and measurement.

Success measures

Start by tracking a single primary indicator that reflects whether your early personalisation efforts are genuinely improving relevance and user response:

1. Increase in conversion rate or engagement (CTR, dwell time, completion rate).
2. Choose one journey or experience where personalisation can deliver quick wins (e.g. homepage hero, product/category page, content hub).
3. Establish a baseline by analysing performance over the previous 4–6 weeks, then introduce a simple rules-based variation targeted at a clear audience segment (e.g. new vs returning visitors, traffic source, location, category viewed).

Measure uplift against the baseline, but also consider secondary signals, such as:

1. Reduction in bounce rate.
2. Increase in scroll depth.
3. Higher click-through on personalised modules.
4. More time spent in high-value areas of the site.

Small tests here build confidence and evidence helping create the case for more advanced targeting, segmentation, or experimentation.

As maturity increases, start to consider:

1. % of traffic exposed to personalised experiences
2. Number of active audiences defined and maintained
3. Average uplift per experiment
4. Time saved in campaign optimisation

Role-Specific Advice.

Creating consistent, high-performing content experiences isn't the job of one person or even one team - it's a shared responsibility across strategy, content, design, development, data, and leadership.

The three plays in this category (Coordination Canvas, DAM Maturity Toolkit, and Personalisation Kick-Starter Kit) are designed to help every role work smarter, faster, and in greater alignment.

In the following section we'll explain how each role can make the biggest impact.

Strategist

Focus on:

Connecting every piece of content to clear audience intent and measurable outcomes. Ensure that clarity and consistency are treated as strategic levers - not just operational fixes.

Actions:

1. Champion a single, documented content narrative across channels and touchpoints.
2. Use the Content Coordination Canvas to align messaging to customer journeys and business KPIs.
3. Partner with Content and Data teams to quantify the impact of clarity improvements (conversion, engagement, satisfaction).
4. Identify which areas of the customer journey are ready for personalisation - and where foundational content consistency must come first.

You'll know you're succeeding when:

Content decisions are evidence-based, and strategic discussions reference shared tools (Canvas, DAM, and Personalisation frameworks) rather than assumptions.

Content Lead / Editor

Focus on:

Establishing a consistent message hierarchy, tone, and structure across all content.

Actions:

1. Maintain the Content Coordination Canvas and ensure every new brief aligns to it.
2. Use the DAM Toolkit to standardise naming conventions, metadata, and reuse practices.
3. Collaborate with Strategists and Data Analysts to identify top-performing messages worth amplifying.
4. Partner with UX and Optimizely teams to tailor key content elements for different audiences.

You'll know you're succeeding when:

Content reuse increases, reviews take less time, and personalised variants perform better than generic ones.

Designer / UX

Focus on:

Ensuring visual and interaction design reinforce clarity, consistency, and accessibility.

Actions:

1. Use the Canvas to design around content priorities - not just layout, and understand upcoming demands to reduce last-minute scramble for design resource.
2. Collaborate with Content and Developers to embed reusable design components.
3. Ensure assets from the DAM are optimised for accessibility and brand consistency.
4. Support Personalisation by designing adaptable templates that scale easily across audiences and devices.

You'll know you're succeeding when:

Journeys feel connected, content adapts gracefully, and accessibility issues decline.

Developer / CMS Specialist

Focus on:

Enabling structured content creation, efficient reuse, and scalable personalisation.

Actions:

1. Implement content templates and components that map directly to the Content Coordination Canvas.
2. Integrate the DAM system with the CMS to streamline asset retrieval and reduce duplication.
3. Configure Optimizely's rules-based Personalisation for targeted experiences - then automate where appropriate.
4. Provide dashboards or API connections to surface content performance data for teams.

You'll know you're succeeding when:

Teams can publish faster, reuse more, and personalise without developer intervention.

Data / Marketing Operations

Focus on:

Making content performance visible and actionable.

Actions:

1. Define KPIs linked to each content initiative - and track improvement over time.
2. Use analytics to identify which assets from the DAM are reused, which aren't, and why.
3. Run A/B or multivariate tests in Optimizely to quantify personalisation impact.
4. Support content governance by tracking cycle times, reuse rates, and engagement metrics.

You'll know you're succeeding when:

Decisions are based on performance data, not opinion - and teams request insights proactively.

Leadership / Senior Stakeholders

Focus on:

Embedding content and experience clarity as a cultural and operational priority.

Actions:

1. Sponsor shared tools and frameworks (Canvas, DAM, Optimizely) as core enablers, not side projects.
2. Support governance roles (e.g. Content Ops Lead, DAM Owner) as a catalyst for scaling the effectiveness of your content operations.
3. Champion collaboration across Strategy, Tech, and Marketing functions.
4. Celebrate wins - particularly when clarity improvements drive measurable outcomes.

You'll know you're succeeding when:

Content clarity becomes a default expectation - and the business recognises it as a growth enabler, not a cost centre.

Stakeholder Briefing Toolkit

So you know how to progress, but will all stakeholders be on board?
This section gives you the final piece of the puzzle.

The purpose of this section is to help teams brief internal stakeholders clearly and efficiently - so content, design, and personalisation initiatives move forward without delay, confusion, or endless approval loops.

This toolkit should make it easier to:

1. Build alignment around content and experience priorities
2. Secure buy-in for change or investment
3. Communicate clearly between strategy, marketing, and IT
4. Turn Digital Maturity Assessment findings into focused, actionable plans

What to include (templates and guidance)

In this section you will find a list of practical inclusions you can package as templates or editable examples.

1. Stakeholder alignment overview (Template)

Purpose: Create shared understanding and agreement before any content, DAM, or personalisation initiative starts.

Field	Description / Guidance	Example Entry
Project / Initiative	Name and short description	"Content Coordination Pilot"
Strategic Objective	What business goal this supports	Improve campaign efficiency and consistency
Primary Stakeholders	List names, roles, influence level	Marketing Director, Digital Lead, Content Ops
Their Priorities	What each cares about	Time-to-market, brand control, measurable ROI
Key Metrics	How success will be measured	Reduced cycle time, reuse %, conversion rate
Barriers / Risks	Known issues or resistance	Resource constraints, unclear ownership
Engagement Plan	How you'll involve stakeholders	Monthly update, review session, demo
Quick Win / Proof Point	A visible early result	"Reduce content duplication by 20% in 30 days"

Tip:

Use this at the start of every initiative - it keeps conversations focused on shared outcomes rather than subjective preferences.

2. Executive brief template (2-Page summary)

Purpose: Communicate progress and results clearly to senior sponsors.

Page 1: Context and opportunity

1. What we learned from the 'Digital Maturity Assessment (e.g., "Our content clarity score was 41% vs national average 44%")
2. Why it matters: link to brand, efficiency, customer experience
3. Top 3 improvement priorities
4. Expected business impact

Page 2: Current status and next steps

5. Key wins to date (e.g., "Launched Content Coordination Canvas - 4 teams onboarded")
6. Upcoming milestones
7. Risks / dependencies
8. Support or decisions required

3. Stakeholder engagement scorecard

Purpose: Measure how well-aligned and informed stakeholders are throughout the initiative.

Dimension	Indicator	RAG	Notes
Clarity	Stakeholders can clearly articulate project purpose		
Engagement	Attendance / participation in updates		
Advocacy	Stakeholders visibly champion initiative		
Action	Decisions made on time		

Use:

Review quarterly or per project to spot where communication is breaking down.

Content ROI Estimator

Goal: Help estimate and justify the business value of improving content maturity.

This section is to help teams translate improvements in content clarity, reuse, and personalisation into measurable business value - combining **efficiency savings** with **performance uplift.**

Use this calculator to estimate ROI from initiatives across the Content & Experience Clarity plays.

1. Content Efficiency ROI

Formula: Time Saved x Average Hourly Rate x Volume of Outputs

Metric	Description	Example	Your Data
Avg. time to create content (hours)	Current baseline per asset	12 hrs	
Improved efficiency (%)	From better workflows & reuse	30%	
Avg. hourly cost (£)	Loaded staff rate	£50	
Volume of content pieces per year		400	
Annual Time Saved (hrs)	= (Baseline hrs × Efficiency % × Volume)	12×0.3×400=1,440 hrs	
Annual Cost Saving (£)	= Time Saved × Hourly Cost	£72,000	

2. Asset reuse ROI (From DAM maturity)

Formula: (Reuse Rate Increase × Avg. Asset Creation Cost × Annual Volume).

Metric	Description	Example	Your Data
Current reuse rate	% of assets reused	20%	
Target reuse rate	After DAM improvement	50%	
Annual assets created		2,000	
Additional Assets Reused	= (Target-Current) × Total Assets	600	
Cost Avoidance (£)	= Reused Assets × Avg. Cost	£240,000	

3. Engagement & conversion uplift (From personalisation)

Formula: Traffic × Conversion Uplift × Value per Conversion.

Metric	Description	Example	Your Data
Monthly website traffic		100,000	
Baseline conversion rate	Before personalisation	2.0%	
Uplift (%)	After implementing personalised journeys	+0.4%	
Avg. conversion value (£)	e.g. lead, transaction	£150	
Incremental Conversions	= Traffic × Uplift %	400	
Incremental Value (£)	= Conversions × Value	£60,000 / month	

4. Total ROI summary

Category	Value (£)
Content Efficiency Savings	£72,000
DAM Reuse Savings	£240,000
Conversion Uplift	£720,000
Total Annual ROI	**£1,032,000**

ROI %: (Total Annual ROI - Cost of Implementation) ÷ Cost of Implementation.

5. Implementation cost inputs

Cost Type	Description	Value (£)
Platform / Licenses	Optimizely, DAM system, etc.	80,000
Implementation Services	Setup, design, build	50,000
Training & Change	Team enablement	20,000
Avg. conversion value (£)	e.g. lead, transaction	£150
Total Investment		**150,000**

6. Payback period

Formula: Payback = Cost of Implementation ÷ Monthly ROI

Example: £150,000 ÷ £86,000 = 1.7 months

7. Guidance

1. Use conservative assumptions - this calculator is designed for board-level credibility.
2. Use “baseline” and “after” metrics from DMA results and playbook implementation.
3. Run quarterly to track progress as initiatives mature.
4. Visualise results with a waterfall chart (savings vs. investment).

Need more than a playbook?

If this playbook resonated, chances are you're not short on ideas, tools, or activity.

You're more likely dealing with one (or more) of these realities:

- Content is being produced at pace, but coordination breaks down across teams or markets.
- Assets exist, but reuse is inconsistent and governance feels fragile.
- Personalisation shows promise, but confidence drops when it comes to scaling it safely.
- Progress is happening, yet decisions feel slower, harder, and more political than they should.
- You can see what needs to change - but aligning stakeholders on how and why is the hard part.

You probably don't need another framework. You need an objective view - and a safe way to stress-test decisions before they become expensive.

Let's take it further

A complimentary half-day of senior consulting (£5,000 value)

We're offering a free, remote half-day working session with Mando Group.

This is not a presentation or a sales pitch. It's a focused session designed to **tackle one real, current issue you're facing.**

You choose how the time is used. That might include:

- Sense-checking a strategic decision or direction.
- Aligning stakeholders around a genuine point of friction.
- Stress-testing ideas or approaches from this playbook.
- Clarifying priorities, risks, and immediate next steps.
- Defining what not to do next.

You'll leave with clearer decisions and a grounded view of what happens next.

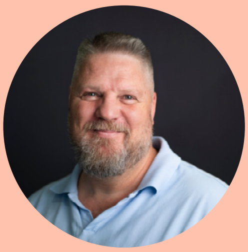
If it makes sense to continue, we'll outline options. If it doesn't, you'll know that too.

How to take it up

Email Andy Deakin

andy.deakin@mandogroup.com

Tell us the challenge you'd like to focus on.
We'll confirm suitability and take it from there.



Terms & eligibility

This offer is available to eligible organisations only and is intended for established businesses facing complex content and experience challenges. One complimentary session is available per organisation, delivered remotely, subject to qualification and availability. Mando Group reserves the right to decline requests that fall outside our focus or are not a strong fit for this engagement.

MANDOGROUP

Get in touch.

Call us
08453654040

Email
hello@mandogroup.com

Website
www.mandogroup.com

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