



Enterprise Video 

Establish a Media Business Strategy

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This is a digital age where individuals consume content anywhere, anytime and on the viewing device of their choice. This is a time of Digital Transformation, where enterprise organizations are reaching customers and workers through technology to increase customer touch points, digitally, and increase business results.

To be effective, companies should establish a media business strategy and leverage existing video infrastructure and systems with the right blend of new and innovative technology.

First, establish a *media business strategy*.

The primary purpose is to identify all targeted internal and external audiences. Where are they? What do you want to tell your audience? What do you want them to do?

You should establish a thorough understanding of existing technology and identify the desired state for functionality, capabilities, and workflow. Also, research and benchmark best practices to meet your specific business requirements.

The strategy process should be inclusive of all departments and business units, including executives and stakeholders for marketing, sales, learning groups, media and video communications, as well as IT, telecom and other support groups.

Second, address viewing locations, environments, and devices.

Take into consideration your corporate structure, including type of business and facilities, the number of locations, and whether they are customer facing or behind the counter, rural and/or urban, and whether they are domestic or global.

It is important to ensure that the appropriate viewing devices are located in each respective environment, such as computers at desktops and work areas, and display screens in meeting and conference rooms, training centers, and common areas. Also, it is critical to deliver content to a variety of mobile devices for consumption in the field or on the go.

Keep in mind, just as consumers will use devices of their preference to view and interact with video content when, where, and how they choose, employees will expect the same or greater capabilities in their work environment.

Third, blend and leverage digital media channels.

This means leveraging existing infrastructure and systems with the right blend of new and innovative technology. It should include all content capture, creation and origination capabilities, delivery channels and display systems in your organization's video ecosystem, such as: smartphones and mobile devices, webcasting, video-conferencing and telepresence systems, satellite-based business television and interactive distance learning networks, and digital signage solutions.

This will enable the sharing and viewing of content across institutional, department, and business unit media channels. It should efficiently and cost effectively eliminate or reduce the amount of replicated and unnecessary systems located in silos throughout the organization.

Additional considerations and recommendations

- *Produce content for viewing on each appropriate screen*
- *Capture the analytics*
- *Preserve, protect and leverage Company Media Assets*

When producing content for viewing on each appropriate screen keep it fresh and relevant. Make it readily available and easily accessible across the enterprise. You should encourage the creation of employee-generated content (EGC) and use the content where appropriate. However, closely screen and manage the distribution of content to protect your company's brand.



Track and measure the data to confirm that you are reaching the right audiences and that they are actively participating and learning. This will enhance the probability of improving business results. Training Magazine recognized Jiffy Lube in 2014 as the year's top training organization. Jiffy Lube found that video and electronic media significantly contributed to its goal of reducing costs and improving customer satisfaction. The company has decreased employee turnover by 45 percent, more than doubled the amount of training hours and improved its employee and manager certifications for 90 percent system-wide.

And finally, to preserve, protect, and leverage company media assets, implement the digital asset management (DAM) system and process that offers the best digital workflow for your organization. This should be inclusive of all departments and business units across the enterprise.

