

Content Distribution - Many Manifestations of the Same Idea

Abstract

Content distribution needs of different industries and horizontals may seem different on the surface. What does a teacher's lecture notes have to do with a product marketing group's launch strategy? How is that related to the operational document-sharing needs of a logistics group, or the manufacturing company's frustrations with training their remote workforce? Even more starkly, how is regulatory information and self-publishing remotely associated with any of these?

As different as they may all seem, they boil down to a specific type of content distribution space. This space is characterized by **four** features: 1) The content needs to be shared in one direction - from the source to the consumer, 2) The content distributor knows whom he wants to share the content with, 3) The content needs to be secure and/or confidential, and 4) The information to be shared may come in different formats.

These factors create the need for a **unified, secure, unidirectional, targeted** content distribution mechanism that also permits the consumer to experience all the different formats in a confidential manner from a single place. Until recently, there was no better solution than to adapt Google Drive for it. But now, there is a solution that fits this space like a glove. It is called **Kytes**.

A Quick Review of the Space

A Quick Review of the Content Distribution Space Today: Content Distribution mechanisms fall into the following main categories:

- Single-format platforms
- Social sharing platforms
- Open distribution platforms
- Scheduler platforms
- Unified, targeted sharing platforms, which don't ensure content security
- Unified, secure, targeted sharing platforms

Single-format platforms

Examples: Kobo eReader, Flipping Book, Inkling Reader, Spotify, AnchorFM, YouTube

Purpose: Each of these platforms offers the ability to distribute and experience any ONE type of content. For example, AnchorFM and Spotify are for audio. YouTube and Vimeo service video extremely well. Kobo is an excellent eBook solution.

Advantages: The positives of these platforms are that they do one thing, and generally do it well. If all you have is a brochure to distribute, you could find a PDF reader or an eBook reader and deliver your content through that platform securely.

Disadvantages: These are limited in what they can do because of the format support limitations. Today, content consumption is rarely unimodal. People want their content to be in different formats. Indeed, an explainer video cannot replace an eBook; and an expert podcast does a different job than a how-to video does. They have their separate purposes and companies are creating a variety of content formats to reach the message across to their audiences. Just servicing any one format is therefore, limiting.

Social Sharing Platforms

Examples: LinkedIn, Facebook, Quora, Reddit

Purpose: These offer support for several formats. However, they are in the social space. They permit collaboration among users and discussion about the content.

Best for: They are ideal for people who are getting the word out about themselves, to the world at large. In this scenario, they'd want to get as many people to view their content as possible. Security is less important than reach and popularity. The more the people talking about your content, the better.

Advantages: Virality, ability to reach unknown target audiences, multiple formats supported

Disadvantages: No organization of content, difficulty in finding what you need when you need it, no way to create a cohesive story told using multiple content types, no confidential sharing possible, difficult to ensure content security, difficulty in reaching content only to a specific target audience

Open Distribution Platforms

Examples: Websites, blogs, public aggregator sites

Purpose: These aren't always social, and may not have groups and interest networks. However, they offer a way to make the content discoverable by a large population.

Advantages: Easily discoverable by public search engines, SEO-friendly

Disadvantages: Not secure, not confidential, not organized for content to be easily findable, may redirect to multiple other platforms, fragmented experience, no targeting of content to the appropriate target groups

Scheduler Platforms

Examples: CoSchedule, HootSuite, Salesforce Marketing Cloud etc.

Purpose: These products are meant for managing your content marketing efforts cohesively. Create assets, target them to different social media platforms, and schedule them for delivery at the right time.

Advantages: One-stop place for content marketing, easy access to all social media platforms in one go. If you already have different platforms to deliver your content from, all of them can be scheduled from one place.

Disadvantages: This is not a secure or targeted content experience platform. It is a scheduling and distribution platform. There is no content experience that it natively provides.

Unified, targeted sharing platforms, which don't ensure content security

Examples: Showpad

Purpose: Sharing content with specific audiences without having to switch platforms is a need in many industries and businesses. But sometimes, you want the content to be sharable by those that you shared it with.

Best for: Low fidelity content, non-proprietary material, sales enablement

Advantages: Content distribution from one location, to an initial set of people, who may then share it ahead.

Disadvantages: May or may not have social collaboration; not confidential, content editing may be permitted using other software - therefore, risk of plagiarism and misused content

Unified, secure, targeted sharing platforms

Examples: Kytes, Docsend etc.

Purpose: Sharing content with specific audiences, in a secure manner from one place, without having to switch platforms is a need in many industries and businesses. Sharing audio, video, pdfs, ebooks, powerpoint presentations, Word documents etc. with specific groups of people in a secure manner is a need for not just content marketing people, but just any group that shares information, reports, notes etc. with another group!

Best for: Realtors who want to share rich content experiences including videos and brochures with target clients, teachers who want to share recorded lectures and lecture notes with student groups, product teams wanting to share information with marketing teams, luxury and retail goods manufacturers, distributors and stores who wish to share latest product information with customers and staff, religious groups who want to disseminate evangelical material, human resources departments wishing to onboard new employees (remote, especially) with information about the company etc.

Advantages: Secure, confidential distribution and experience in a one-stop place for all your content. (Kytes is the only platform that allows all content formats; others offer a few options.) Targeted content sharing and tracking.

Disadvantages: No social collaboration (to ensure content confidentiality), cannot reach unknown audiences

Conclusion:

This is a case of horses for courses. The following image gives a simple summary of some platform options when you choose your priorities.

Security	Targeting	Multi-format	Option
✓	✓	✓	Kytes
✓	✓	✗	DocSend
✓	✗	✓	Outbrain
✗	✓	✓	Emails, Showpad
✓	✗	✗	Secure PDF or Vimeo video link by email
✗	✗	✓	Social media
✗	✓	✗	WhatsApp