

# The future of communicating in a digital space

 By [Laurie Sloan](#)

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Mobile technology is significantly changing the way businesses interact with their customers, and to put it simply, engagement is *everything*.

Tablets and smartphones are altering the way we read, learn, work, and connect with each other. They have become such a part of our social fabric that brands have to re-imagine the way they present themselves in this space. Any organisation that wants people to connect deeply with their brand needs to embrace mobile - and creating content to engage fully with this audience is the best way to use the platform.

Mobile technology and, more specifically, digitally publishing onto these devices, is an increasingly sophisticated channel for distributing media. The ability to publish content rapidly to multiple devices turns digital editions into a powerful and efficient way to communicate to an ever-growing audience. Digital publishing turns magazines, catalogues, sales tools, annual reports, internal communication pieces and much more into immersive engaging experiences that are built with the involvement of the reader in mind.

## Enhanced user experience through integrating elements

By integrating elements such as audio, video, slide shows and panoramas, user experience and engagement is significantly enhanced. Digital publishing has the potential to reach new audiences in new spaces, literally and figuratively, as its portable format encourages mobility and enables content to be where the customer is, as opposed to the other way around.

Measurement and analytics of user behaviour enable publishers to optimise and enhance user experience in future releases. Content can be targeted better when companies understand what content people are downloading, reading, sharing or clicking on, how long they spend in certain places and which devices are being used.

Production platforms such as Adobe Digital Publishing Services ensure compatibility with multi-screen sizes and different operating systems. Building for all compatible devices means that the content will always look its best, no matter which platform is used to display it.

## An exciting space

From an advertising point of view, digital publishing is an extremely exciting space in which to be. There are two valuable assets at play, the first is the user's perception of the publication as an established entity; and the second is the relationship

that the publication develops with the user through tactful use of interactivity and engagement.

These assets pave the way for establishing rapport and delivering an enticing user experience previously impossible with print publication. With all of the analytical intelligence involved, as well as the emphasis on user engagement, advertising on digital platforms is a unique and rapidly developing sector.

All in all, digital publishing is the way of the future and mobile technology is fuelling its development at an astonishing rate. There is quite simply no better time for brands to invest in this powerful technology and to begin developing a presence in a realm that is soon to become the status quo for brand interaction.

## ABOUT LAURIE SLOAN

Laurie Sloan - New Business, Amorphous New Media - has an Honours degree in Social Anthropology and a deep interest and understanding of human behaviour and population dynamics.

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