


# 5 reasons why going visual is the smartest move in content production



# The breakdown

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# 1. Eliminate endless approvals

# "Which version are we on now? 9 or 10?"

- Regardless of the format of the content to be produced, it inevitably goes through **a validation phase**... which often tends to drag on!
- From collecting feedback to comparing versions, visual collaboration is an essential solution to help you navigate this process more easily, as **it relieves you of the most laborious steps** in the validation process.



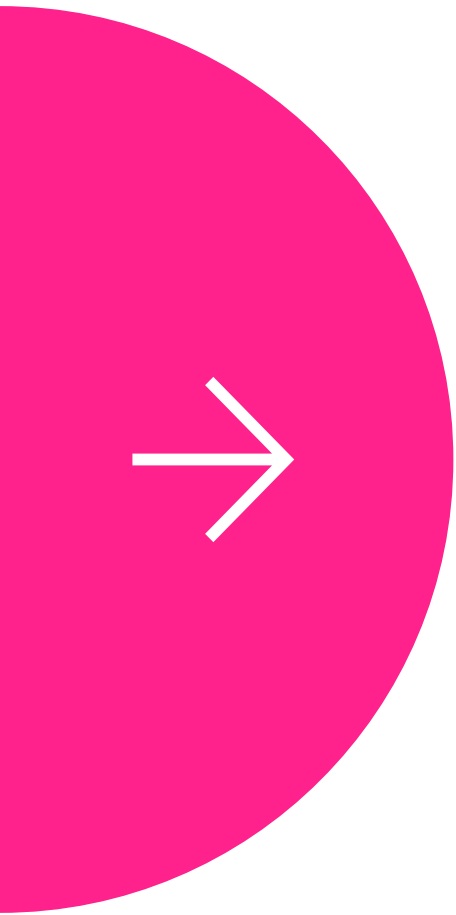
# 88%

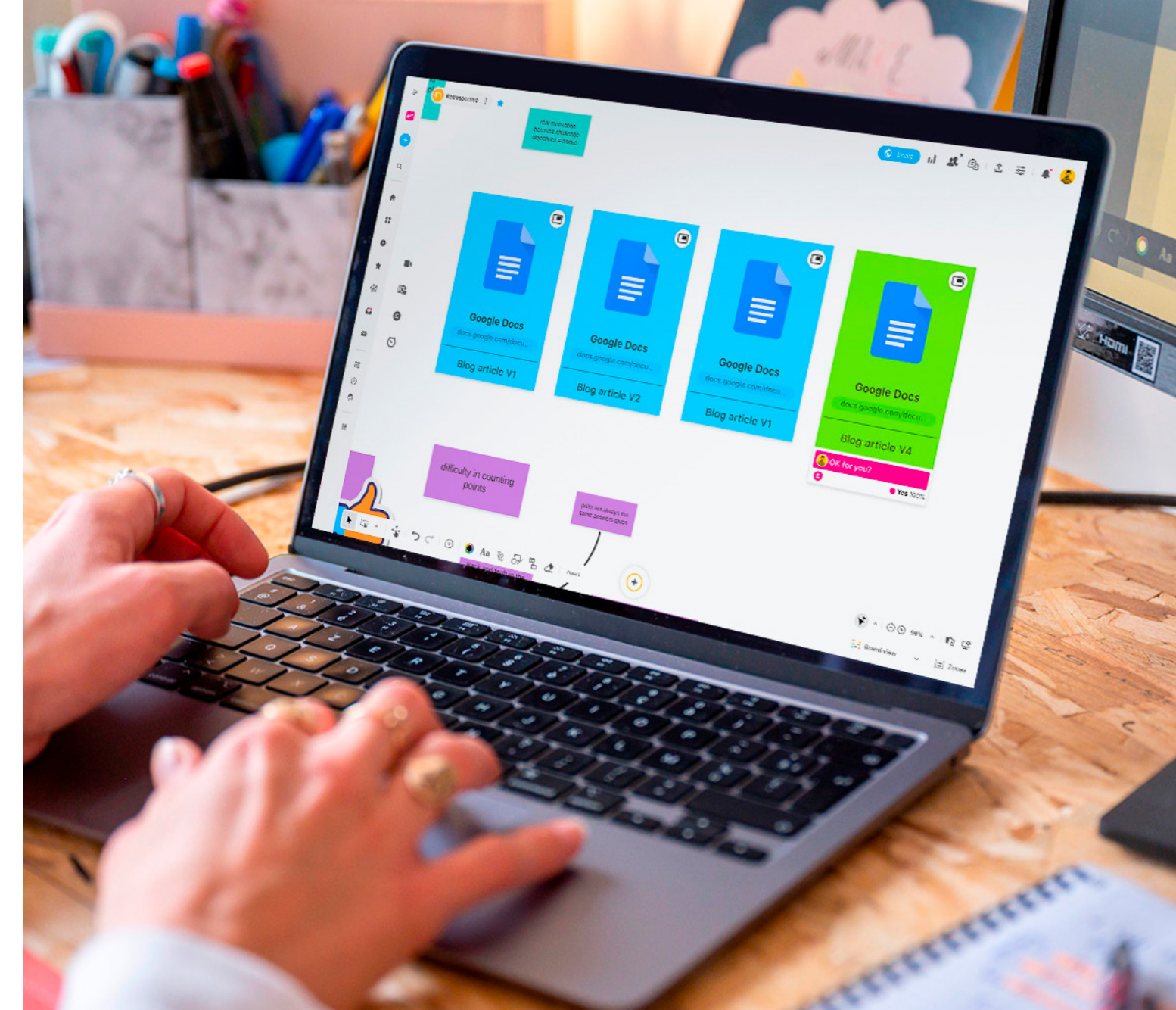
**of creative teams are hindered in their work due to a lack of structure in content validation.**

(Ziflow, 2023)



# What can be done?

- 
- ✓ **Create your visual library of resources** in a single space, such as a whiteboard. This gives approvers complete, real-time visibility and a history of previous versions for comparison.
  - ✓ **Use clear legends** to organize the validation of your content. For example, you can use color codes to differentiate between feedback from a large number of contributors, flag a blocking issue, or indicate that feedback has been taken into account.
  - ✓ **Quickly solicit approvers** in your visual workspace when necessary, by adding a comment or Question directly to the proposed item.



## Tip:

In Board, Klaxoon's visual whiteboard, add a Yes/No or rating Question to your ideas to get quick feedback or validation.

# 2. Unleash your creativity through brainstorming

# Always keep a good idea handy!

- Engaging content must speak to your audience, meet your internal objectives and constraints, and offer an innovative vision compared to the competition. To tick all these boxes with each new project, nothing beats **regular and effective brainstorming sessions**.
- With visual collaboration, your brainstorming sessions reach a new level of creativity: you can easily share your ideas, develop them together, and quickly turn collective inspiration into concrete actions.



# 73%

**of companies that encourage collective creativity experience higher growth rates than their competitors.**

(D. Levassort, LinkedIn, 2025)



# What can be done?

- ✓ **Vary your brainstorming methods.** For example, try the 1-2-4-All format to generate ideas in increasingly larger groups, or boost your creativity by approaching the problem from the opposite angle with the Worst Case Scenario method, directly on your whiteboard.
- ✓ **Add a timer to your visual ideation space** to energize your sessions. Limited time stimulates spontaneity, encourages everyone to share their ideas without filtering them, and promotes the emergence of original solutions.
- ✓ **Use AI to save time when prioritizing your ideas** after a brainstorming session. Whether integrated into your workspace or managed separately, an AI tool can help you easily organize and visualize your ideas by theme.



## Tip:

In your Board, vote for the best ideas shared during brainstorming sessions using the Like feature or dot-voting.



# 3. Increase visibility at every stage of production

# Bring clarity to your content processes

- Content production involves many intermediate steps from brief to publication. Without **a clear organizational model**, it is easy to lose track of things, create duplicates, and miss deadlines.
- Visual collaboration **structures each step of the process**. The team can visualize its progress, the interdependencies between tasks, and alerts that need attention, regardless of the type of content.



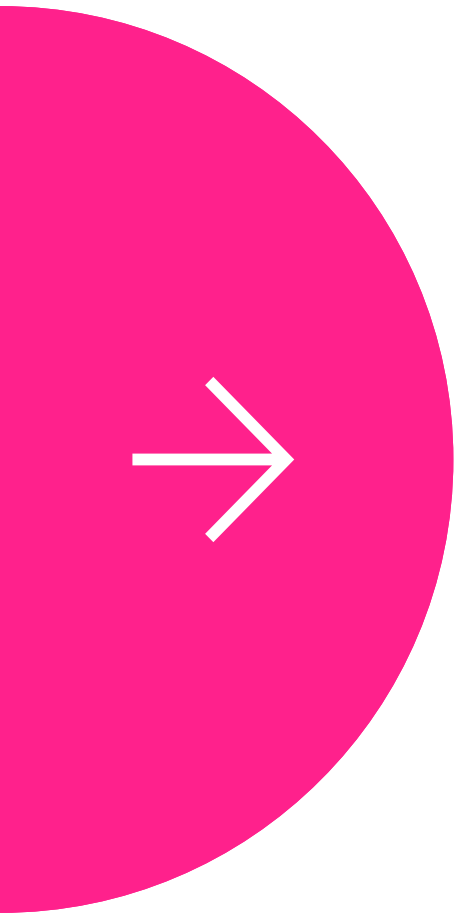
# 46%

**Nearly 1 in 2 marketers do not have a standardized, easily scalable content production model.**

(Content Marketing Institute, 2025)



# What can be done?

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- ✓ **Create a visual editorial calendar:** Add a ready-to-use calendar template to your whiteboard to easily record key publication dates and deadlines for each stage of production.
  - ✓ **Clearly define everyone's roles and responsibilities.** For example, use a RACI matrix to visualize who is responsible for what, whether for a single piece of content or your entire process.
  - ✓ **Eliminate any gray areas**, as uncertainties can quickly become major problems. If necessary, quickly organize a video conference in your workspace to clarify task progress or resolve sticking points.



## Tip:

Organize your Board into Zones dedicated to each stage of production: brief, conception, design, validation, production, publication, etc.

# 4. Work more effectively with other teams



# Are you really working together, or just side by side?

- In order to produce high-quality content, the team in charge often needs to call on the expertise of other internal departments. If these contributors are not **seamlessly integrated into the process**, they may be less responsive when it comes to sharing information and providing feedback.
- Once again, the key is to **make their journey visual and intuitive**. The more transparent and simple the inclusion of external contributors is, the faster production will be thanks to dynamic exchanges.



# 61%

**Siloed collaboration is a problem that affects 61% of content management teams, negatively impacting their daily work.**

(Content Marketing Institute, 2025)



# What can be done?

- ✓ **Create a visual document of your process** to guide external stakeholders through your workspace and enable them to share their ideas in the appropriate place.
- ✓ **Capture the attention of external contributors** as soon as they arrive in your workspace. For example, take control of your whiteboard to direct them straight to the section you want them to see.
- ✓ **Prepare visual aids in advance**, such as Memos, to explain to other teams how you work and how you would like them to contribute to your content.



## Tip:

Once you have agreed on the brief with all external sponsors, fill out a request form in a workflow management platform such as Wrike. This will automatically schedule all tasks associated with production.

# 5. Showcase the impact of your content team

# Bring your contributors out of the shadows!

- In the fast-paced production process, **feedback can sometimes be overlooked** or communicated poorly. Without shared visualization tools, last-minute adjustments are often forgotten, causing frustration among creative teams.
- Visual collaboration helps **highlight each team member's contribution** through engaging and effective team rituals. This creates a virtuous circle based on continuous improvement, and your content strategy gains impact with each new iteration.



# 84%

**of marketing teams feel frustrated by ineffective feedback exchanges.**

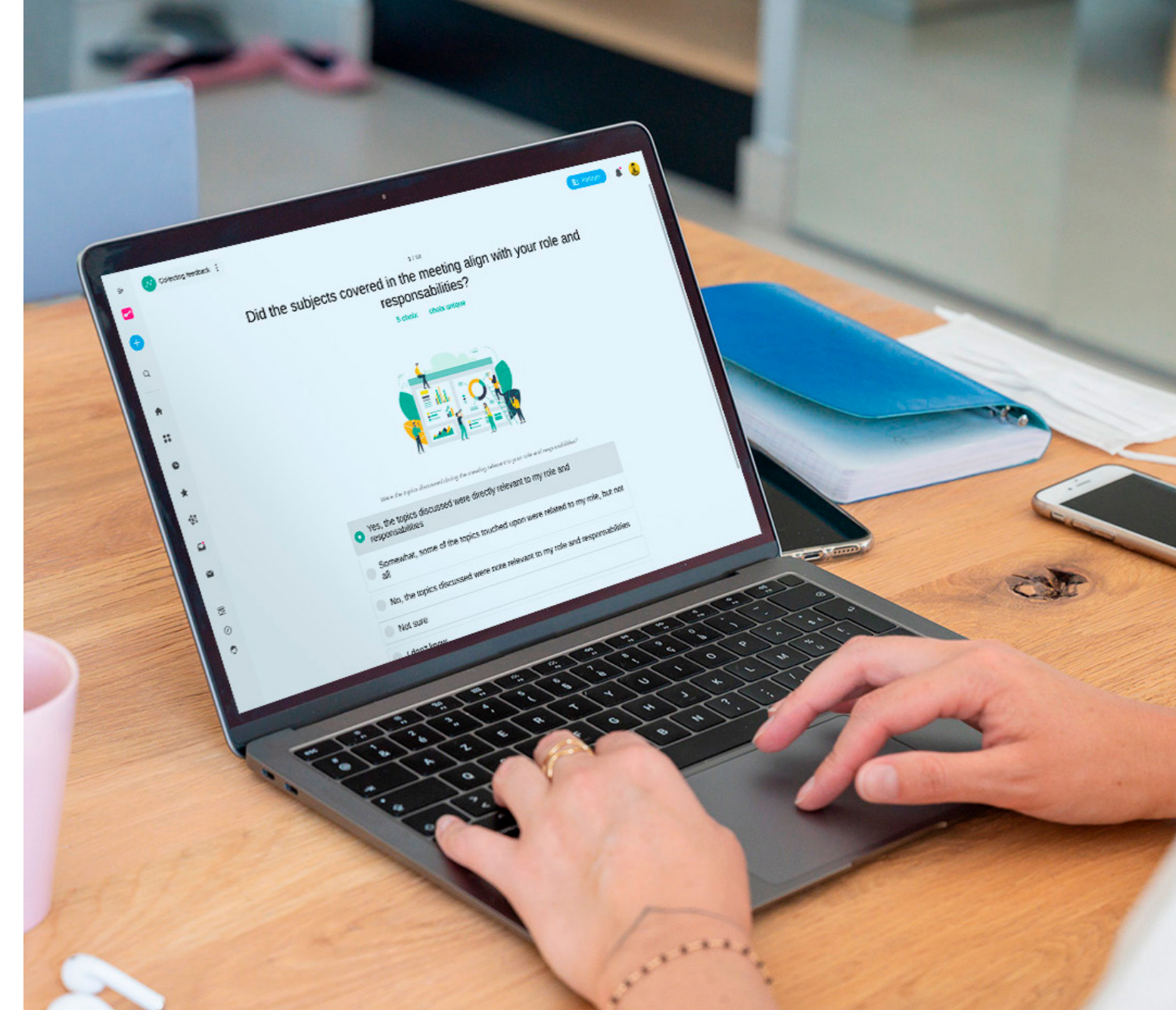
(ProofHub, 2024)





# What can be done?

- ✓ **Hold regular visual retrospectives** with your team to evaluate the effectiveness of your content and production process.
- ✓ **Keep track of your past exchanges and productions.** One way to do this is to create a whiteboard dedicated to archives organized by period.
- ✓ **Identify the top three actions** to implement based on your team's assessment. For example, test a new content format, redefine a role, refine your visual work whiteboard, etc.

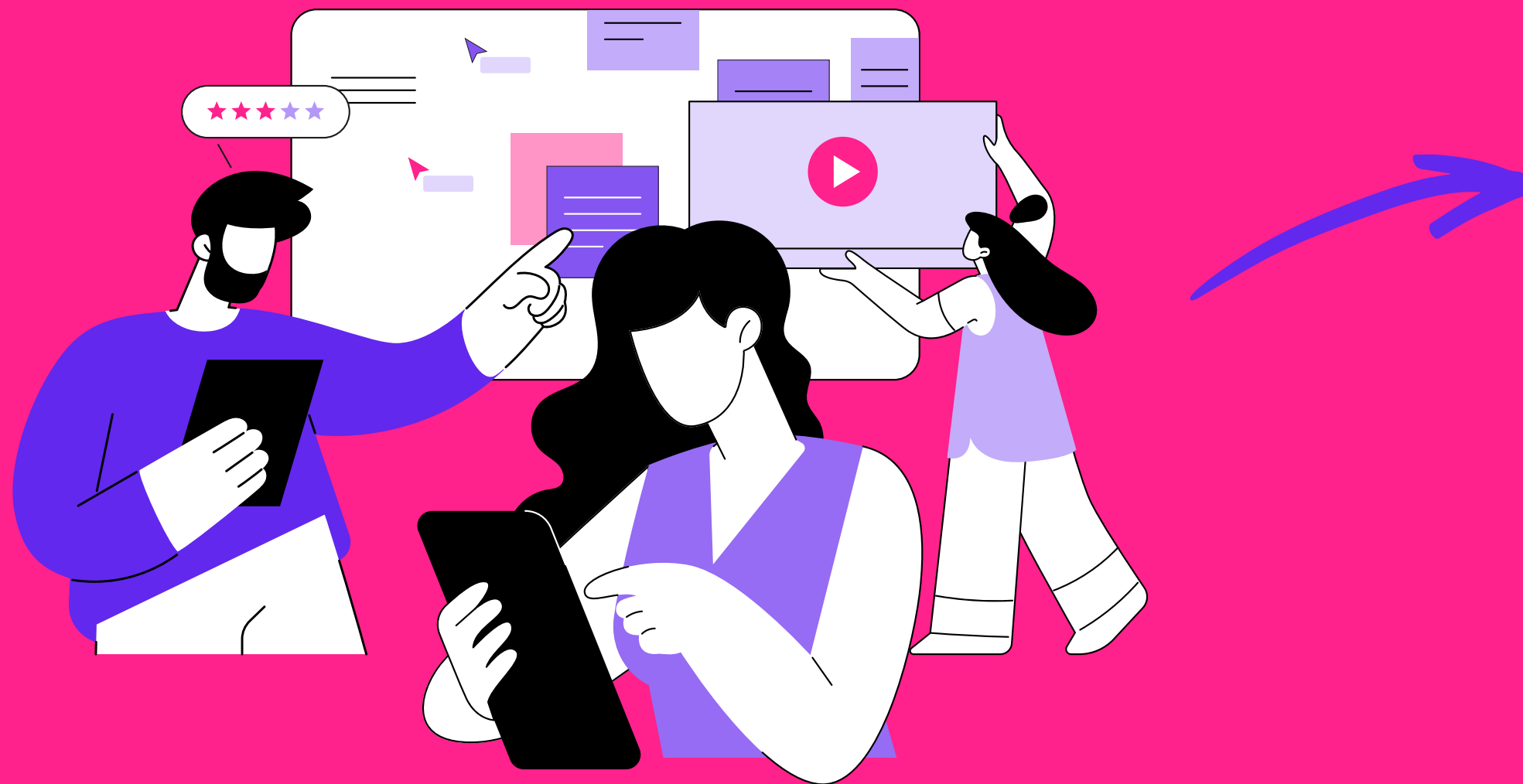


## Tip:

Share [a feedback collection Survey](#) with your team before a retrospective to better prepare based on the input received.



# Key points checklist



- 1 Visual collaboration **speeds up and streamlines the validation** process during content creation.
- 2 It **unleashes your creativity and collective intelligence** through brainstorming, so you never run out of ideas.
- 3 It allows you to **maintain clear and complete visibility** over your entire production process, from brief to publication.
- 4 With visual collaboration, you can **easily integrate external contributors** into your content production process and efficiently collaborate across departments.
- 5 It allows you to highlight the contribution of each team member to **create a virtuous circle** in your content strategy.

# Elevate your content creation process with visual collaboration!

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