



# Marketer's Guide to a Real-Time Workflow

How to deliver content and engage your audience faster and easier than ever.

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# Introduction

The competition for the attention of consumers is fierce. Marketers are not only up against other brands, but influencers, personal connections, news and entertainment outlets, and more. Every day, brands are racing just to keep up.

**85%**

[of marketers say](#) that the demand for speed in content and asset creation has increased

**51%**

[of CMOs worry](#) they can't keep up with increasing followers on social media to meet their goals and

**47%**

struggle to differentiate their organization from competition

How do you manage the pressure of delivering content as quickly as your boss demands and your audience craves?

Enter the era of real-time content: A strategic way for brands to quickly captivate audiences and keep them hooked. Whether it's breaking news, a live event, or an unforgettable experience, sharing content as it happens allows you to be part of the conversation. It also makes you, as a brand, more relatable and authentic, creating a genuine bond with your audience.

But real-time content isn't just about speed, it's about capitalizing on key moments at exactly the right time.

“  
News is now... It is  
certainly not news  
24 hours later.”

– Sydney White,

VP of Content and Storytelling,  
Special Olympics

In this guide, we'll explore the strategies and tools that can help you share content quickly and effectively. From leveraging advanced platforms to optimizing your workflow, we'll provide insights to ensure your message reaches your audience when it matters most. You'll uncover:

- ✓ When to use real-time content for maximum impact
- ✓ The ways successful brands are delivering content faster and easier
- ✓ How to set up your own real-time workflow

Find out how to harness the power of real-time content to communicate, connect, and keep your audience coming back for more.



– Christina Kyriazi

SVP of Marketing,  
PhotoShelter

## Section 1:

# The Future of Content is Real-Time

# The Future of Content is Real-Time

Real-time content helps brands stay competitive and relevant to meet the evolving expectations of digital audiences while leveraging the power of immediacy to drive engagement, satisfaction, and conversions.

## Increased Engagement

According to [research](#) by Livestream.com and New York Magazine,



**80%**

of viewers [favor live video](#) over written blog posts, and **82%** [prefer live video](#) to standard social media updates.

TikTok, for example, has over 1 billion users worldwide. **1 in 5** watch TikTok Live, and



**62%**

of TikTok Live watchers [tune in on a daily basis](#).

**WHY?** Audiences want to be a part of the conversation as it's happening.

## Enhanced Customer Experience



**77%**

[of consumers](#) reported an increase in trust towards a brand following interactions at live events.

Additionally, **64%** of consumers state that the positive effects of these interactions persist for at least a month, leading to sustained brand trust, recognition, and sales. For existing customers, the impact is even more enduring, with **55%** expressing positive residual perceptions more than six months after the event.\*

*\*According to a survey of 1,800 consumers/business professionals who attended an in-person event at work or outside of work and 250 event decision makers with influence and/or decision making authority over events.*





**64%**

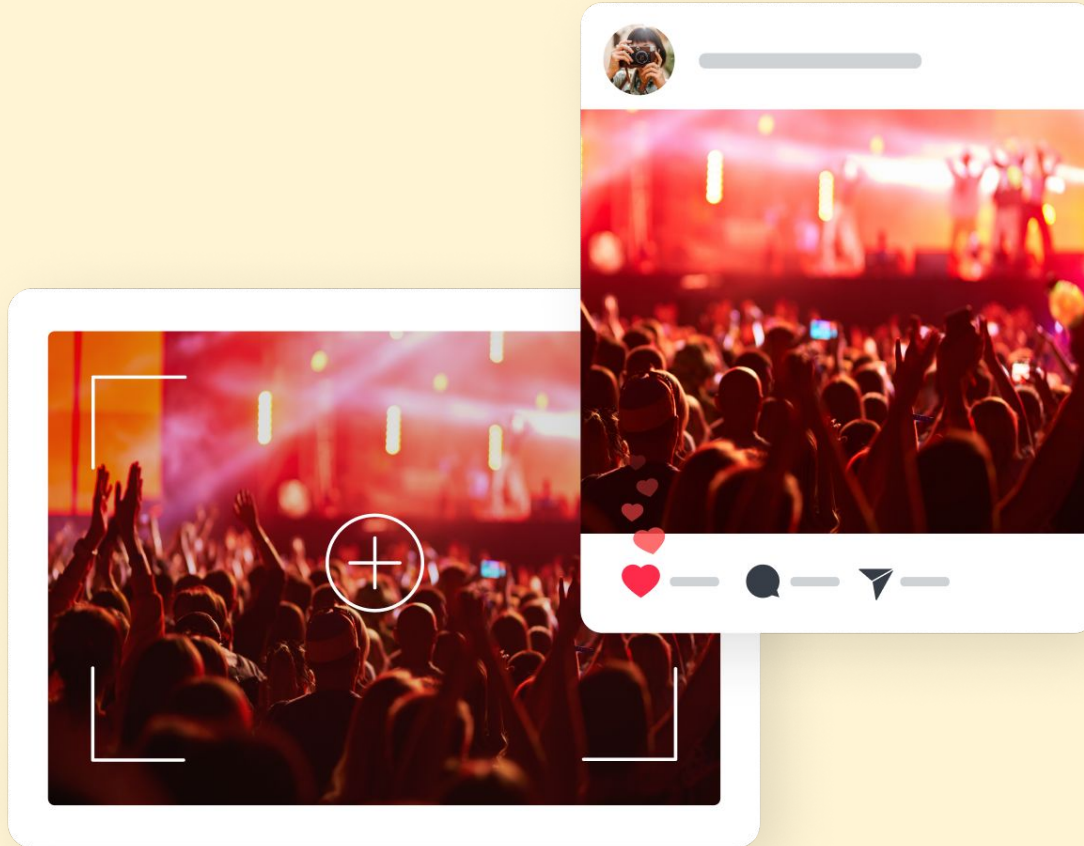
of consumers expect companies to respond and interact with them in real time.

**WHY?** Real-time responses and content show that brands are attentive and engaged with their audience, leading to higher customer satisfaction.

### Increased Conversions

A study, which surveyed **244** marketers from enterprise-level companies, found interactive content generates 2x more conversions than passive content.

**WHY?** Immediate content creates a sense of urgency and relevance, prompting quicker decision-making and actions from consumers.





## REAL-TIME STORIES

# NFL

The [NFL](#) achieves record-breaking social media engagement with real-time content sharing.

### **Constant demands for new content & need for real-time media access.**

The NFL's content creation is a massive operation, with the team handling content for 250 regular season games, playoffs, and a significant portion of the preseason. The sheer volume of images and the speed at which they need to be processed and distributed puts enormous pressure on the team. The photography team must also deliver timely, relevant content to satisfy the content needs of various NFL departments—from PR and marketing to digital platforms. Managing the continuous demands requires a tailored approach to content creation and distribution.



*The Mahomes. Photo Credit: @kangphoto/nfl*

## The NFL Leverages PhotoShelter & Socialie to Maximize Fan Engagement

**1.2M+**

assets stored & managed  
via PhotoShelter

**1.5k+**

players on Socialie for  
content distribution

**40M+**

social impressions achieved  
through 13 photos of players with  
the Vince Lombardi Trophy shared  
after the Superbowl

“

There are different types of fans out there, NFL fans, team fans, individual player fans. We want to be able to hit them all with relevant content as much as we can and as close to real-time as we can.”

– Ben Liebenberg,

Director of Photography, NFL

### Real-time distribution & tailored content the players need.

Connected cameras send images directly to editors who live-edit during games. Photos then flow into PhotoShelter, tagged with metadata for seamless organization. Content automatically routes to Socialie where the NFL social team curates and distributes assets to players for instant social posting. Socialie has revolutionized how the NFL communicates with its players, offering a personalized content delivery system that caters to the preferences of each player. Ben told us, “We service 1,500+ NFL players with Socialie. As soon as a new player onboards with the NFL, we get them on Socialie so we can share content with them throughout their time with us.”

### Increased reach and content ROI.

With Socialie and PhotoShelter, the NFL can track engagement metrics and assess the impact of specific content pieces across different channels. “At the Superbowl, we did post-games portraits with the top players of the winning team and their coaches. We got portraits of Patrick Mahomes kissing the trophy, which went out to all social media channels. That post alone hit more than 9.9m impressions and 1.2m engagements, and became the Top 0.01% of content ever on NFL.” – Ben Liebenberg, Director of Photography

*“What really excites me is how we get content from the field to the fans. We’re all in the business of speed, everyone wants something as soon as it’s shown on TV. So we’re always trying to develop ways to speed things up. By the time the players are back in the locker room they have a text on their phones through Socialie with their own content. We try to capitalize on the game window. We work relentlessly to get content to the social team, to the players, and all other stakeholders to drive engagement.”* – Ben Liebenberg, Director of Photography





*Photo courtesy of Ben Liebenberg.*

“By the time the players are back in the locker room they have a text on their phones through Socialie with their own content. We try to capitalize on the game window. We work relentlessly to get content to the social team, to the players, and all other stakeholders to drive engagement.”

– **Ben Liebenberg,**  
Director of Photography, NFL

## Section 2:

# Evergreen vs Real-Time Content

## Evergreen Content Examples

### **Educational & Informative Topics:**

How-to guides, tutorials, and industry overviews

### **SEO & Long-Term Traffic:**

FAQs, product reviews and comparisons, and definitions and glossaries

### **Foundational Content:**

Value propositions, functionalities and features, product benefits

## Real-Time Content Examples

### **Current Events & Trends:**

Timely updates, breaking news, and live broadcasts

### **Engagement & Interaction:**

Live Q&A, polls & surveys, and real-time feedback

### **Promotions & Campaigns:**

Event countdowns, live product demos, and product launches

# Evergreen vs Real-Time Content

Navigating between evergreen and real-time content is key to effective content strategy. Understanding how and when to use each type optimally is essential for engaging audiences and driving sustainable growth.

## Choosing Between Evergreen and Real-Time Content

- **Strategy Alignment:** Consider your overall content strategy and goals. Evergreen content builds a foundation of authority and SEO value, while real-time content helps maintain relevance and responsiveness.
- **Audience Engagement:** Evaluate how your audience consumes content. Use real-time content to spark immediate interest and engagement, while evergreen content serves as a resource for ongoing education and reference.
- **Balanced Approach:** Ideally, incorporate both types of content in your strategy. Evergreen content forms the backbone of your content marketing efforts, while real-time content keeps your audience engaged and connected in the moment.



## REAL-TIME STORIES

# Kawasaki Europe

Kawasaki leverages a real-time workflow to share content at breakneck speeds, anywhere in the world.

### The Need for Speed.

The expanding motorsport market has caused a renewed focus on how innovative brands build their visual storytelling and digital asset management workflow. Companies that react to fans, stakeholders, and athletes in real-time will be the clear winners in this race.

“  
We are living in a much more instant world, [so] we have to be agile...The content demand is huge, the world is content hungry.”

– **Martin Lambert,**  
European PR Manager, Kawasaki Europe



*Photo by James Wright.*





Photo by Ula Serra.

## **Where Speed Meets Reliability.**

The Kawasaki team has to deliver broadcast quality 4K video and hundreds of high resolution images to partners all over the world instantly. That's why they need a lot of storage and a lightning-fast network. With powerful support for huge visual media files, PhotoShelter processes uploads at scale 70% faster than other platforms like Dropbox, Box and Google Drive.

## **24/7 Instant Global Access.**

"The media obviously use PhotoShelter for downloading during the event," Martin stated. "Because we run global events, we have a global user audience... We've got a 24/7 need for image access, a 24-hour-a-day need for client support and innovation." Martin said that one of his favorite things about PhotoShelter is that the company is always innovating and finding new ways to help Kawasaki Europe work faster.

**“  
We are living in a 24/7  
world. So we have to be  
able to create that content,  
to store that content, and  
distribute that content.”**

**– Martin Lambert,**  
European PR Manager, Kawasaki Europe

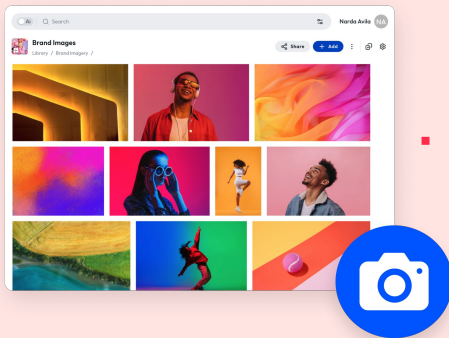
## Section 3:

# How to Set Up a Real-Time Workflow



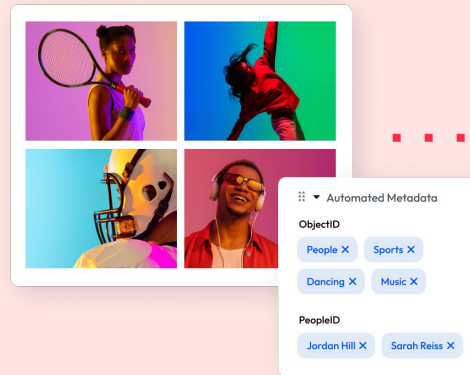
# The Steps

Automating your real-time workflow is easy. Here's how it works:



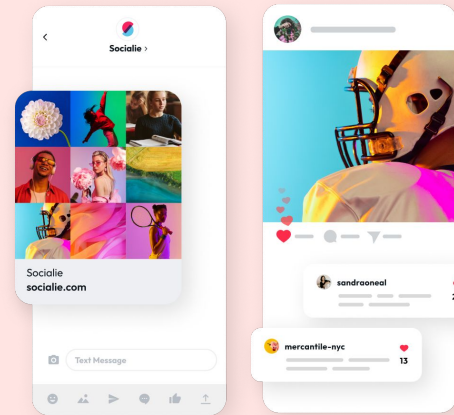
## Snap & Upload

Use a Wi-Fi-enabled camera to capture images & instantly transmit photos to a designated PhotoShelter gallery through an [FTP connection](#) from your camera.



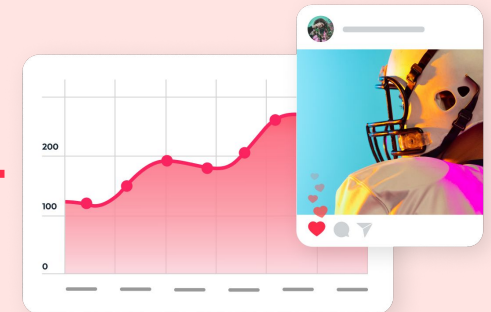
## Auto-Tag with AI

[PhotoShelter AI](#) helps you automatically tag people, objects, logos, players, and more in your photos.



## Distribute Content

Empower all channels associated with your brand by sending them your quality content when you're ready to post.



## Measure Success

Find out what posts are performing the best for a winning, data-driven content strategy.

## REAL-TIME STORIES

# Louisiana State University

Chris Parent, Photography Director at [Louisiana State University](https://lsu.edu) breaks down how he uses PhotoShelter and Socialie by PhotoShelter to get photos to fans faster.

“PhotoShelter is at the heart of our workflow for both event coverage and historical [archive] access for all of our departments and teams. Since 2015, over 1,000,000 images have been tagged and uploaded for all our users to access. Socialie by PhotoShelter means our photos flow automatically to our athletes within minutes [of capture].”

– **Chris Parent**,  
Photography Director at LSU

## LSU Athletics' Real-Time Workflow



# LSU's RTW Tips

- **Number cameras for organized uploads.**  
*"We number and set up each camera individually to upload to a specific folder. We also have multiple profiles set up on each camera to swap between wifi, ethernets, hot spots, etc. as needed."*
- **Have multiple ways to secure wifi.**  
To upload in real time, you have to be online. Here are the multiple ways LSU secures a connection:
  - Available wifi/ethernet at the event
  - Hot spot
  - Ethernet connection to ShutterSnitch on iOS
  - Cards run and downloaded manually
- **Leverage AI to speed up your workflow.**  
*"Now before my cards are even finished downloading, I can have all my tagged photos with names added."*

“

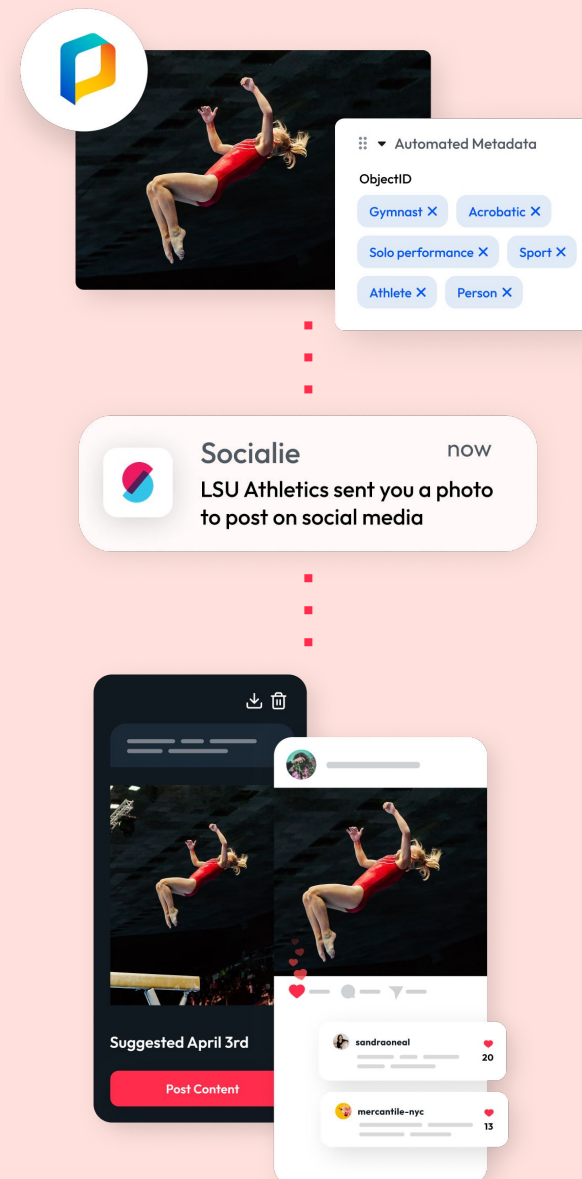
[PhotoShelter AI tagging and Socialie] have helped speed up [our workflow] probably fifty percent.”

– Chris Parent,

Photography Director at Louisiana State University

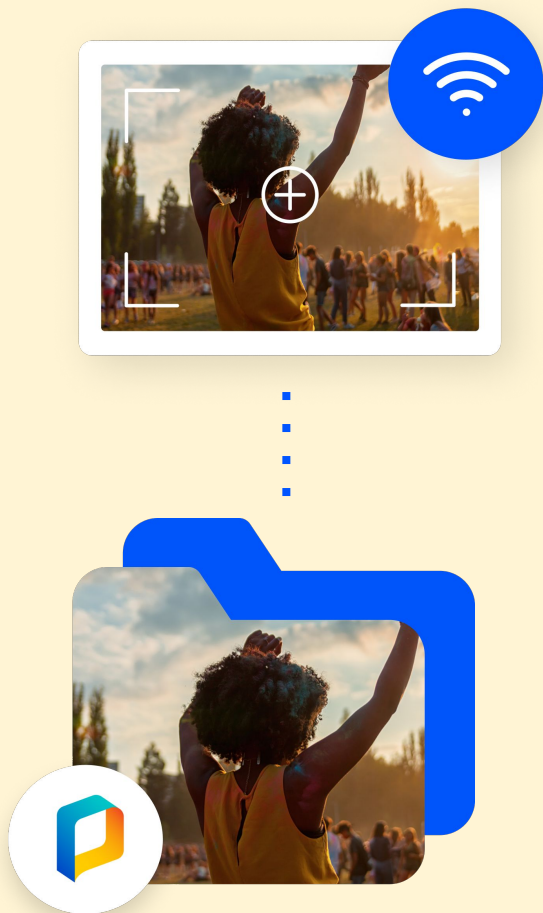
- **Empower stakeholders with content to expand your reach.**  
*"Socialie pulls photos directly from PhotoShelter, matches names in our metadata, and immediately sends them to any matches in our database. Within minutes of upload, our athletes, staff, and coaches are notified of any images matched to them and can immediately post to social media or share however they'd like."*

## LSU's Post-Game Workflow



## Section 4:

# Build Your Own Real-Time Workflow



## Determine Your Set Up

### Set Up a Gallery

Create a new Gallery in your Library for the uploads. (For advanced uploads to Collections, visit the PhotoShelter Support Center.)

### Add an FTP User

- In your Library, go to Media > Upload Methods. Click "**Add a new incoming FTP user.**"
- Select a Library Staff member or Contributor for the FTP credentials. Search by name or email.
- Choose the Gallery for the uploads.

### Create FTP Credentials

- Click "**Next,**" then create a Username and Password (or use the default). Click "**Save.**"
- Copy and share these credentials with the user.
- Important FTP details:
  - **Server:** ftp.photoshelter.com
  - **Port:** 21 (use passive mode)

## Get Your Camera Ready

### Start the Camera

Plug in the wireless transmitter and turn on the camera.

### Create a Connection

- In the communications menu, use the Connection Wizard to create a new connection.
- Choose FTP transfer and "wireless."

### Connect to Wi-Fi

Select the Wi-Fi network and enter the password (if needed).

### Enter FTP Details

- In the camera menu, enter:
  - **IP Address:** Auto
  - **Server:** ftp.photoshelter.com
  - **Port:** 21
  - **Proxy:** Disabled
  - **Mode:** Passive
  - FTP credentials
  - Start Shooting

Submit the settings and begin photographing!

**BONUS** [Use our real-time workflow generator](#) to completely customize a flow that meets the needs of your team and your brand.

# 10x Your Social Reach With a Real-Time Workflow Powered by PhotoShelter & Socialie

## Get the right content in front of your audience in real-time.

PhotoShelter is an industry-leading digital asset management solution that helps brands organize, manage, distribute, instantly share, and collaborate on digital content.

With the [acquisition of Socialie](#), PhotoShelter is able to help brands activate the social channels of all their stakeholders via automated content distribution and better understand how social content is performing across partner channels to drive engagement.

Contact [brands@photoshelter.com](mailto:brands@photoshelter.com) to get started.

Follow us on [Facebook](#), [X \(Twitter\)](#), [LinkedIn](#), and [Instagram](#) for the latest ways to organize, manage, and distribute your digital content faster and easier.

## Trusted by thousands of the fastest-growing brands:



### Control Your Brand Story & Boost Reach

When you're the first, you shape the story. Capture your audience's attention when engagement is at its peak and become the go-to source for content.



### Maximize Content ROI

Turn images around in real time and repurpose them later on, getting more ROI from every piece of content you produce.



### Cut Out Time-Sucking Tasks

Search and share your content in seconds with PhotoShelter AI-generated metadata that auto-tags people, objects, and brands.



### Scale Content Distribution

Put content directly into the hands of athletes, influencers, and other stakeholders with key social media integrations that multiply your reach.