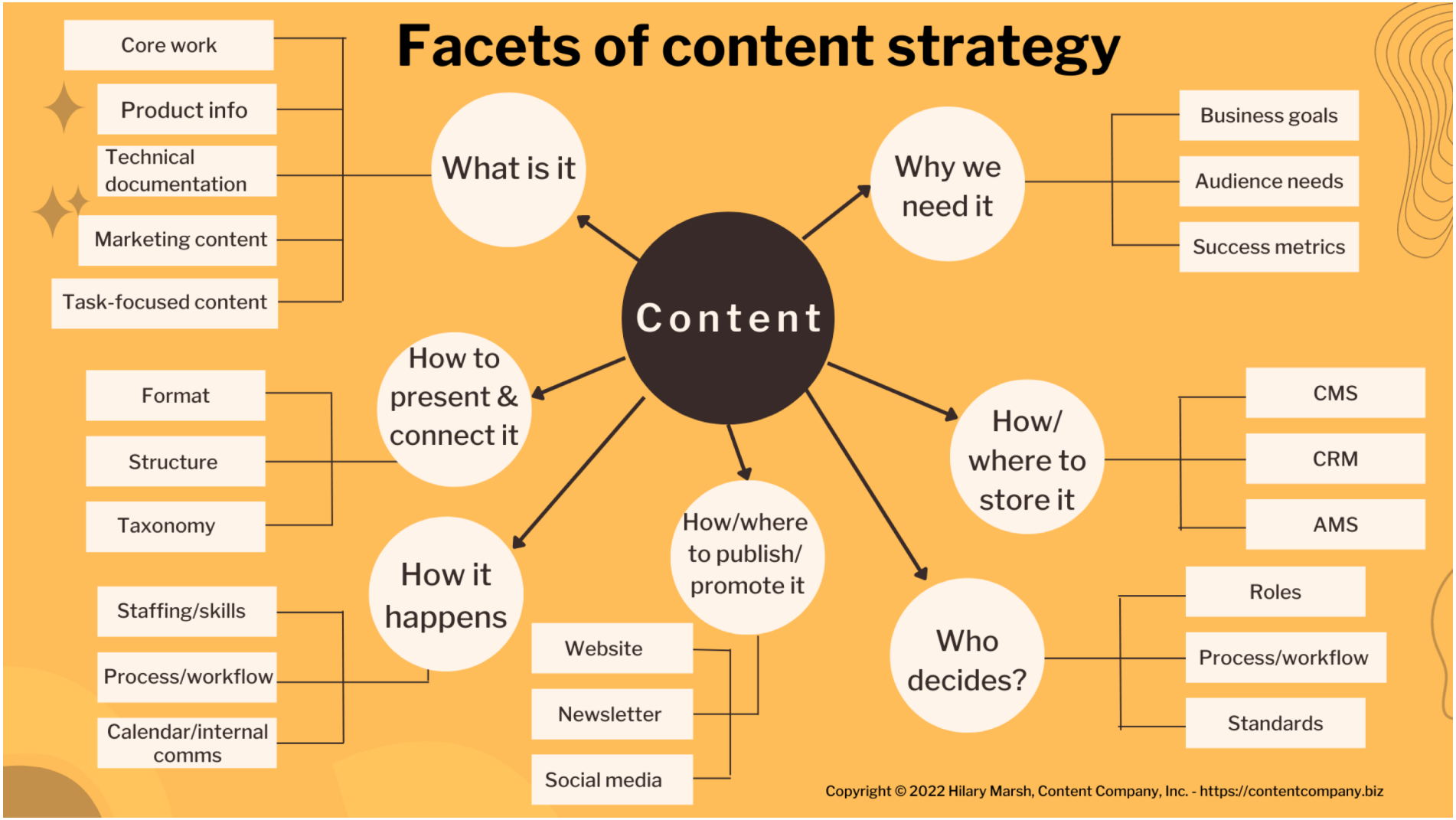
CONTENT COMPANY
PLAN > CREATE > MANAGE
Why Content Strategy
Using content to show your value


Facets of content strategy
Content
What is it
Core work
Product info
Technical documentation
Marketing content
Task-focused content
Why we need it
Business goals
Audience needs
Success metrics
How to present & connect it
Format
Structure
Taxonomy
How/ where to store it
CMS
CRM
AMS
How it happens
Staffing/skills
Process/workflow
Calendar/internal comms
How/where to publish/ promote it
Website
Newsletter
Social media
Who decides?
Roles
Process/workflow
Standards
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What is content?

- Product details
- Courses
- Conference sessions
- Press releases
- Program information
- Membership details
- Journal articles
- Advocacy issue updates
- Original research
- Industry standards & guidelines
- Support content
- Marketing collateral
- Etc., etc., etc.

Content takes different forms

- Web pages
- Blog posts
- Infographics
- Images
- PDFs
- Video
- Audio
- Articles
- Brochures
- Reports
- Social media posts
- Podcasts
- Courses
- Etc., etc., etc.

Content is the way
our work
is manifested
in the world

What is content strategy?

The right content

To the right person

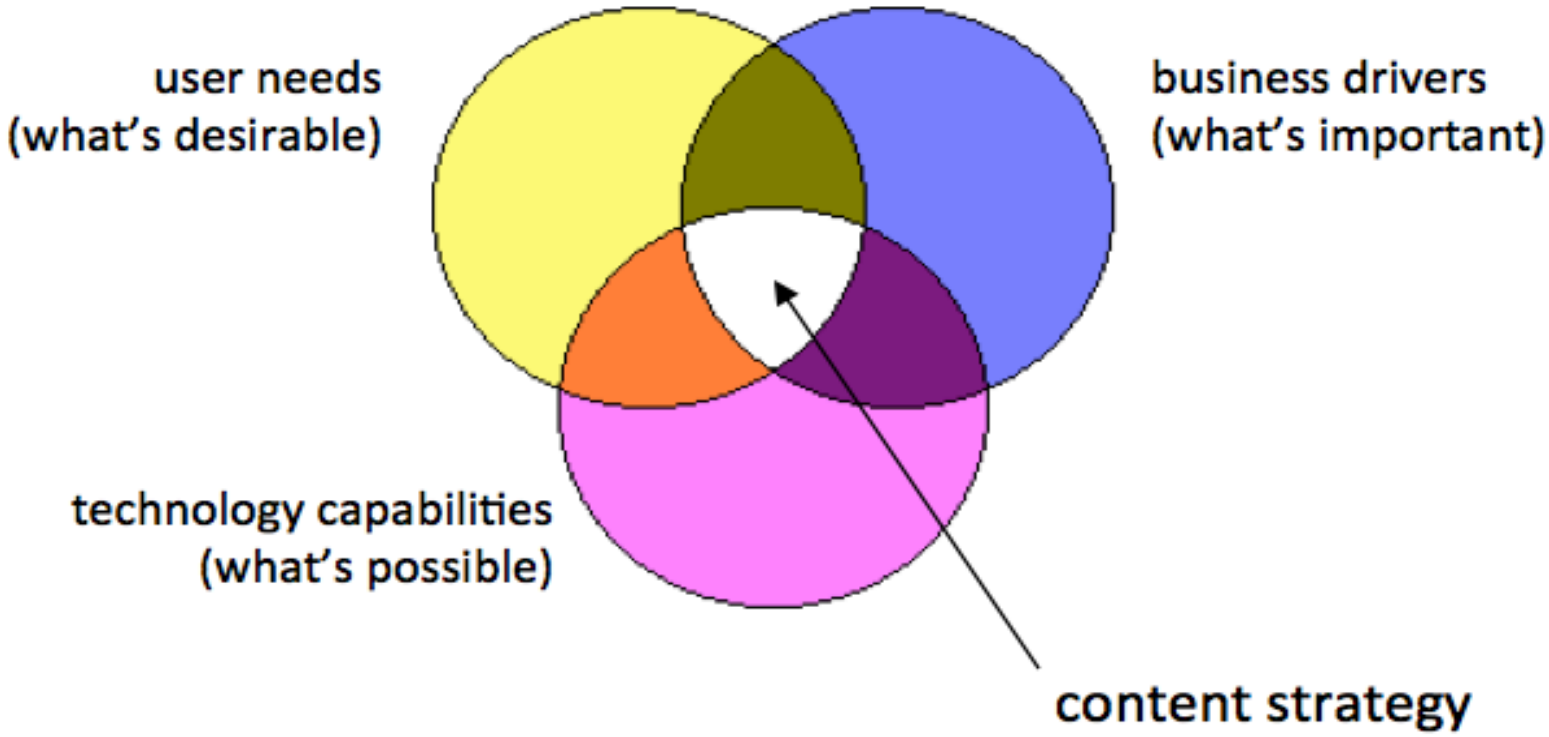
At the right time

For the right action

Put another way....

Content strategy is the practice of planning for the creation, delivery, and governance of useful, usable, **effective** content.

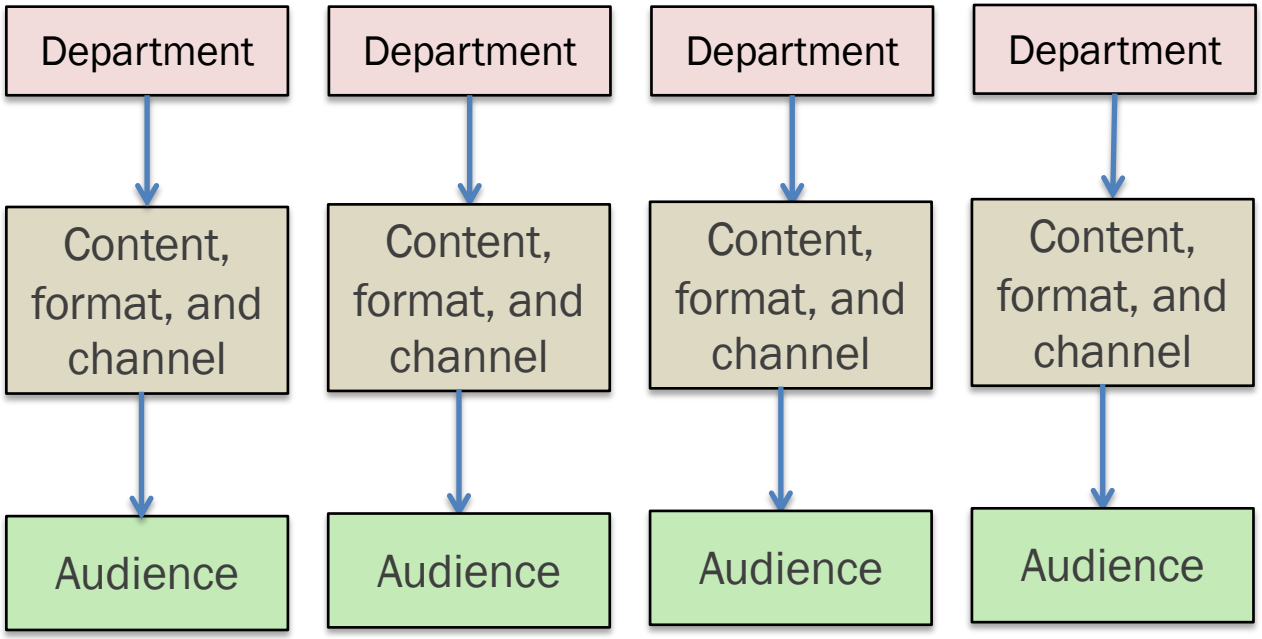
Three faces


user needs
(what's desirable)
business drivers
(what's important)
technology capabilities
(what's possible)
content strategy

Content strategy principles

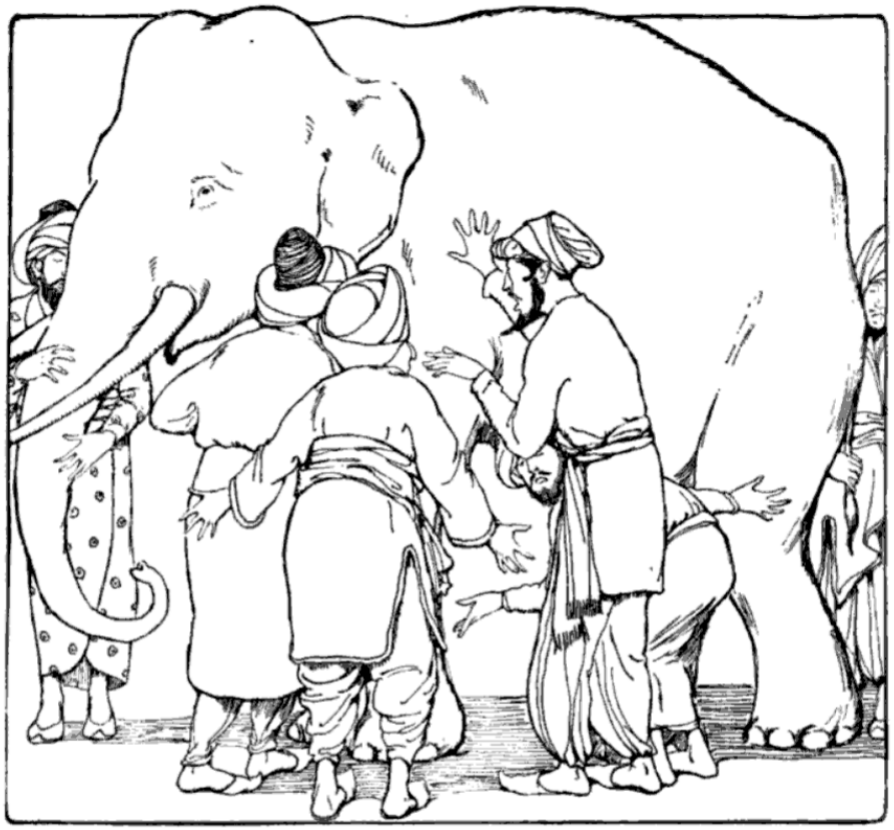
- The organization creates content that its audiences want
- The organization creates content that helps it meet its goals
- Content has success metrics and is measured against those
- Content that is no longer relevant is no longer available
- Content is promoted, surfaced, and cross-linked based on its topic, not its source
- Content is created in the organization's voice
- The organization manages content platforms, tools, and channels in a way that ensures their effectiveness

Old thinking



Silos

Different views of the audience



https://commons.wikimedia.org/wiki/File:Blind_men_and_elephant.png

http://www.amazon.com/Have-Always-Done-That-Way/dp/184728857X/

Consequences

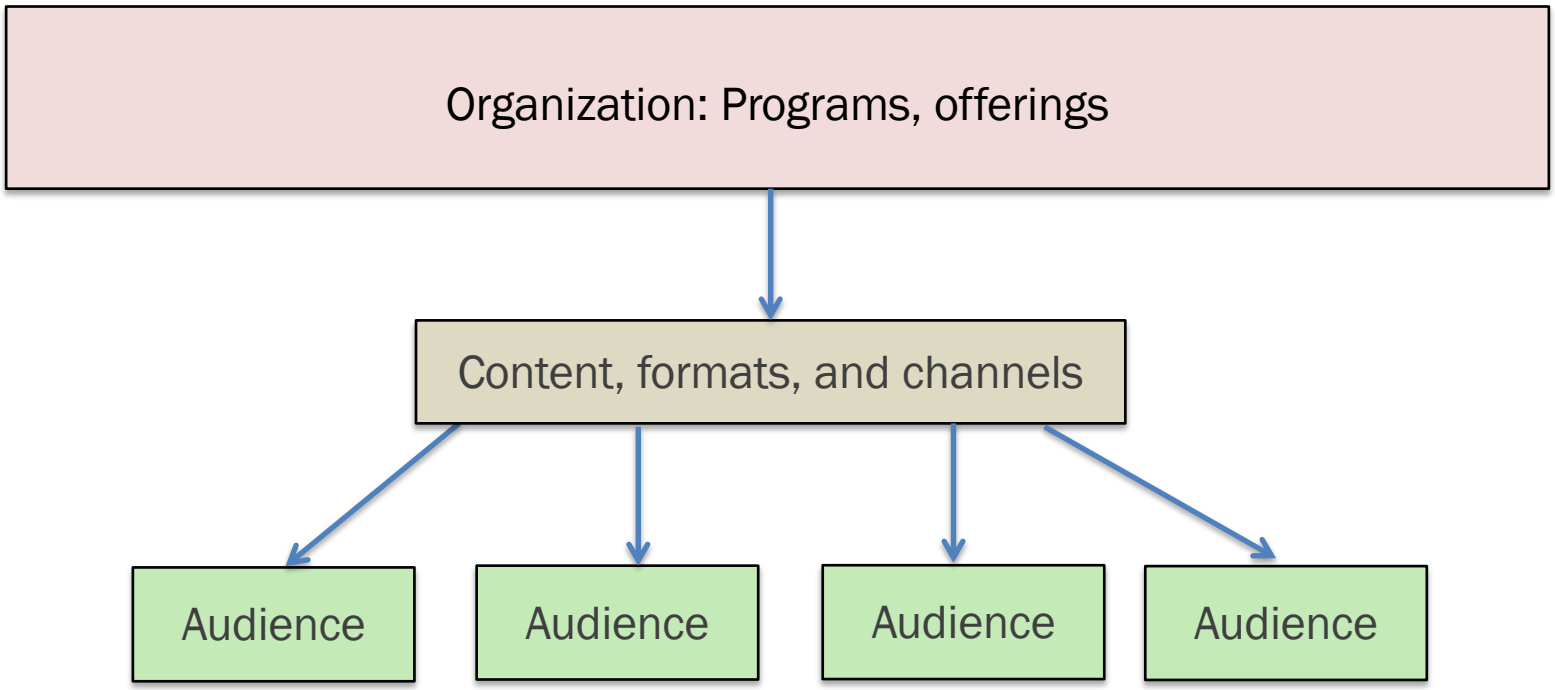
- Difficulty prioritizing
- Diluted impact
- Lack of understanding of your value

“Users don’t care about your org chart.”

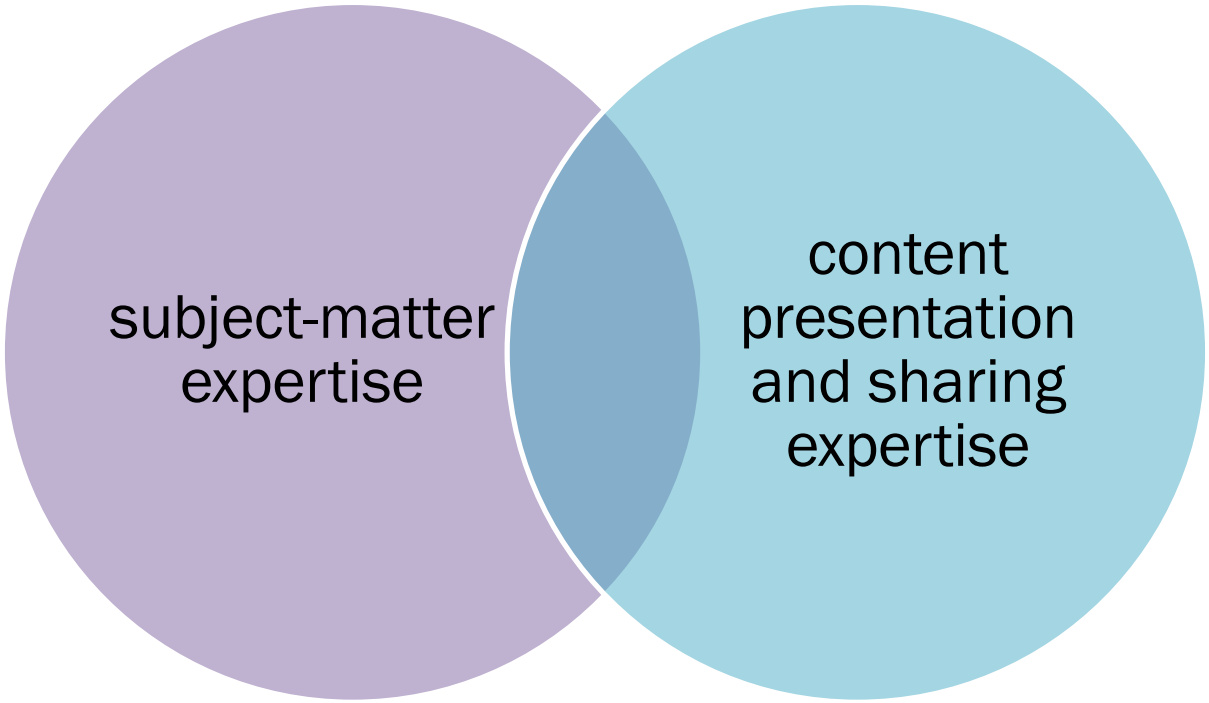
—Lou Rosenfeld

Author, *Information Architecture for the World Wide Web*

New thinking



Spirit of partnership



product expertise
course development expertise
content presentation and sharing expertise
event expertise
research expertise
advocacy expertise

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program expertise
education expertise
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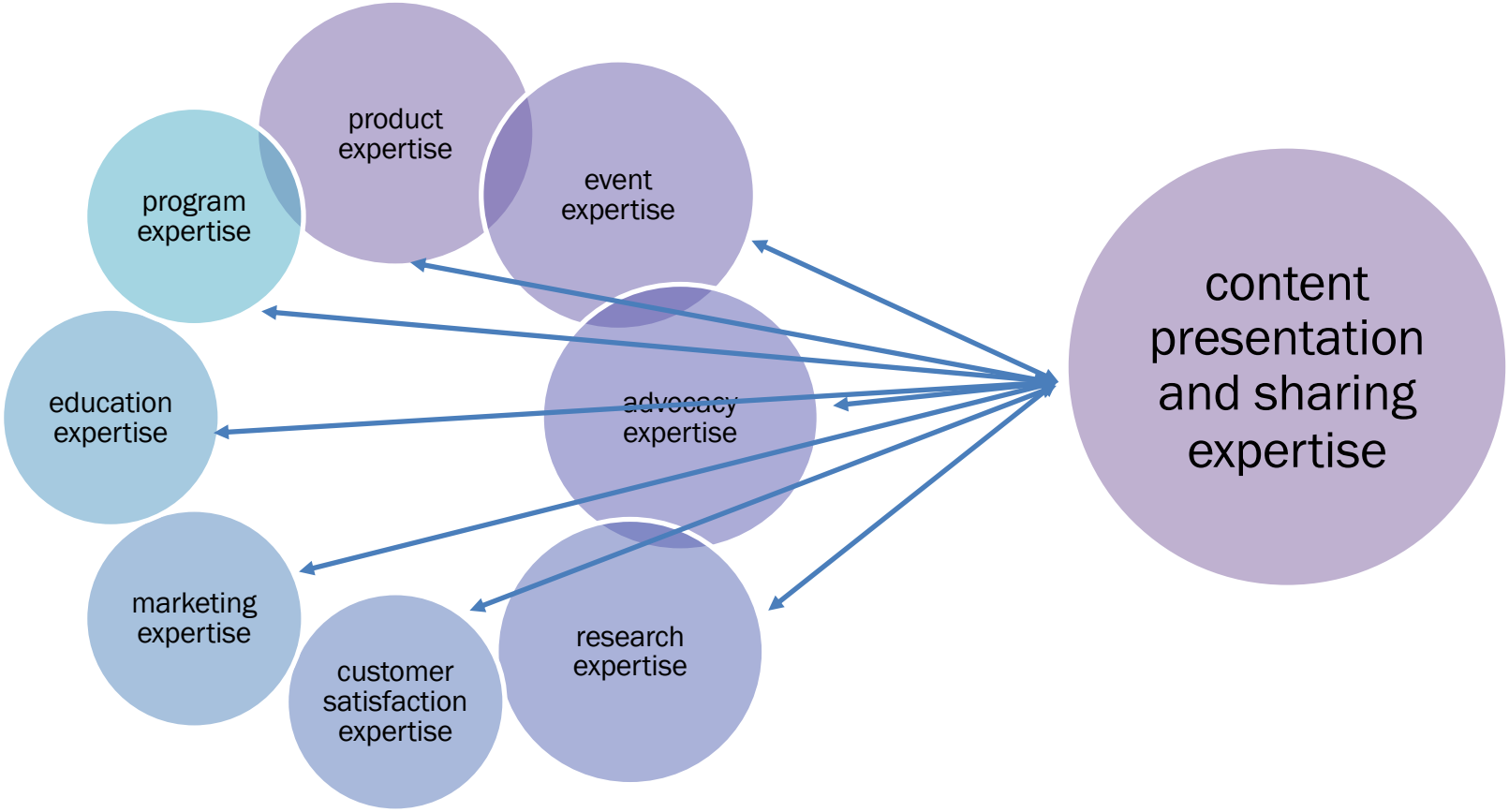
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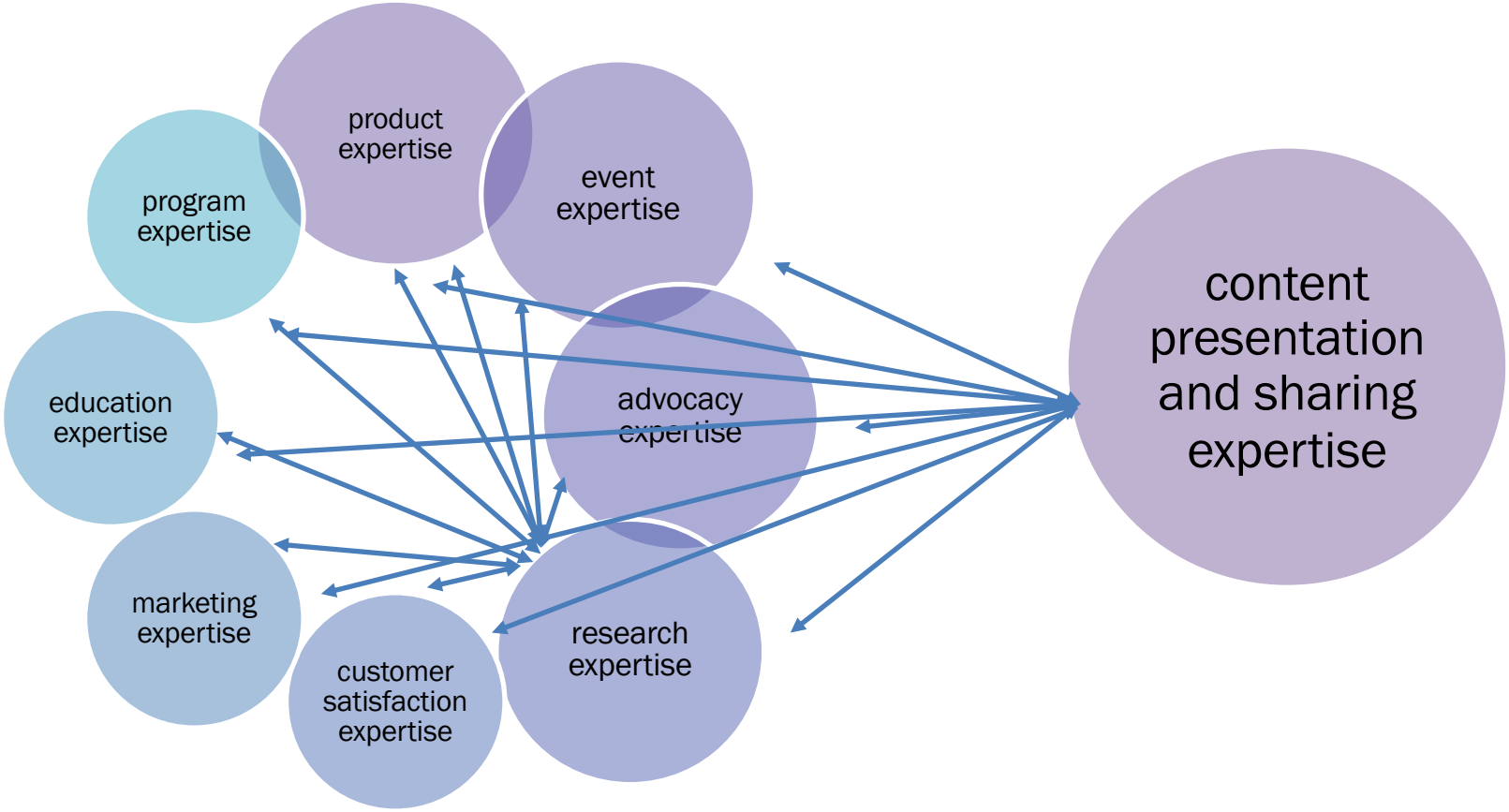
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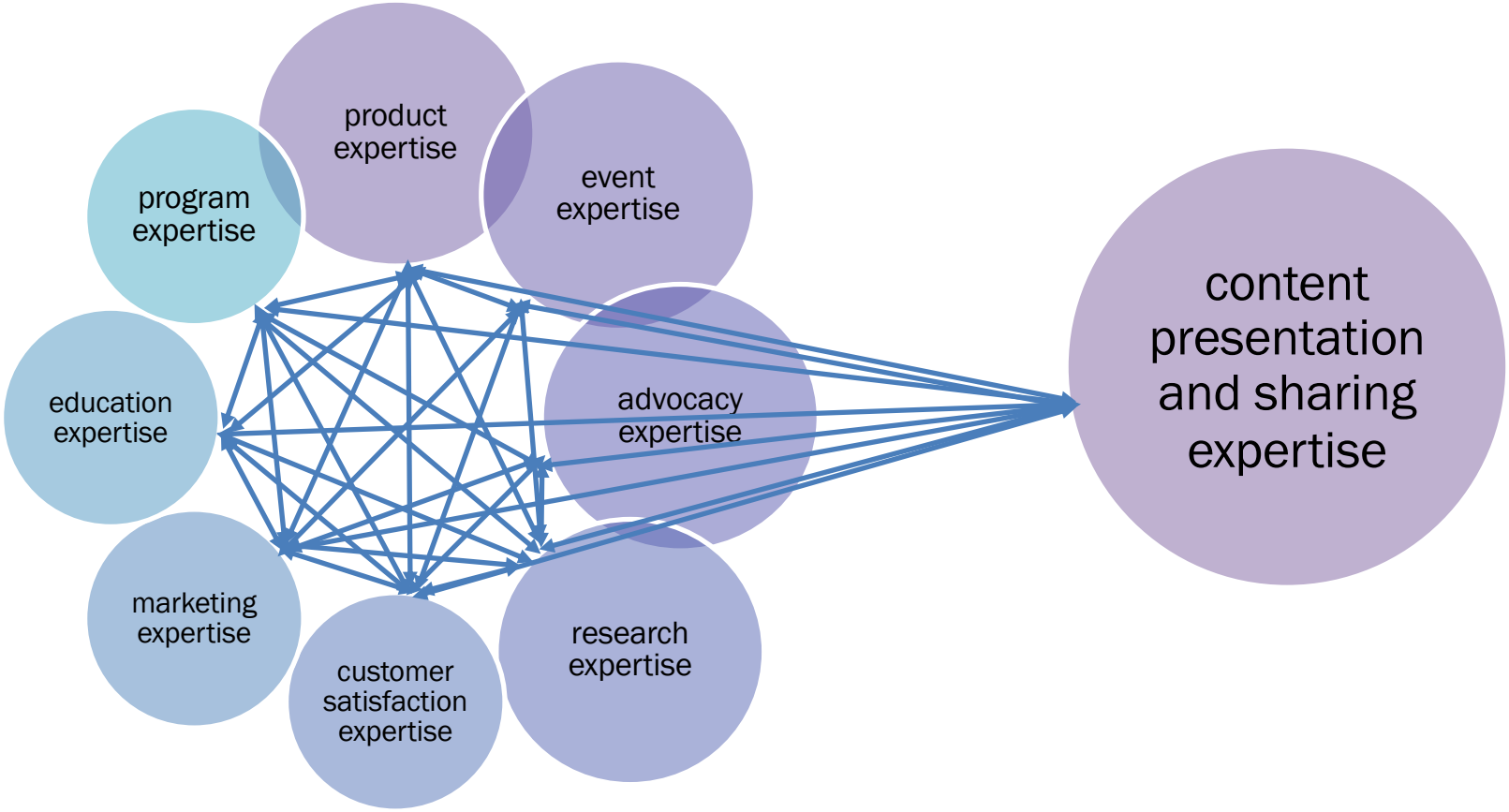
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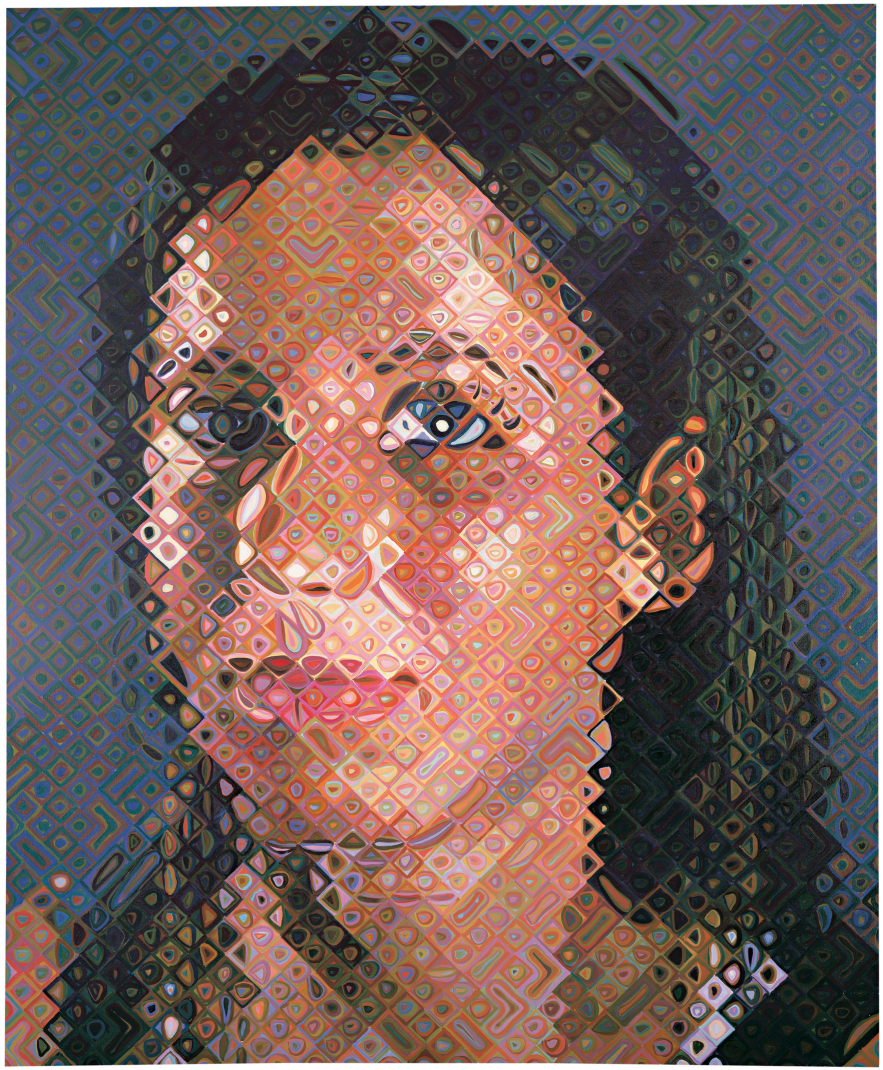

Typical project flow

1. Understand organization and project goals
2. Understand the dynamics and goals of top-priority audiences
3. Audit and assess content
4. Analyze content from competitive organizations
5. Develop content creation and publishing guidelines
6. Identify roles, content lifecycles, workflow, governance models

Typical project flow

7. Facilitate the creation of a single, organization-wide taxonomy
8. Plan for content transformation and migration
9. Create a framework for content planning and promotions
10. Determine staffing needs
11. Plan for sustainability

Working
together
for audience
satisfaction

Connect and join

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Thank you!

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