



Content Strategy 101

Using content to show your value



What is content?

- Executive biographies
- Product details
- Marketing collateral
- Press releases
- Program information
- Membership details
- Journal articles
- Advocacy issue updates
- Support content
- 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

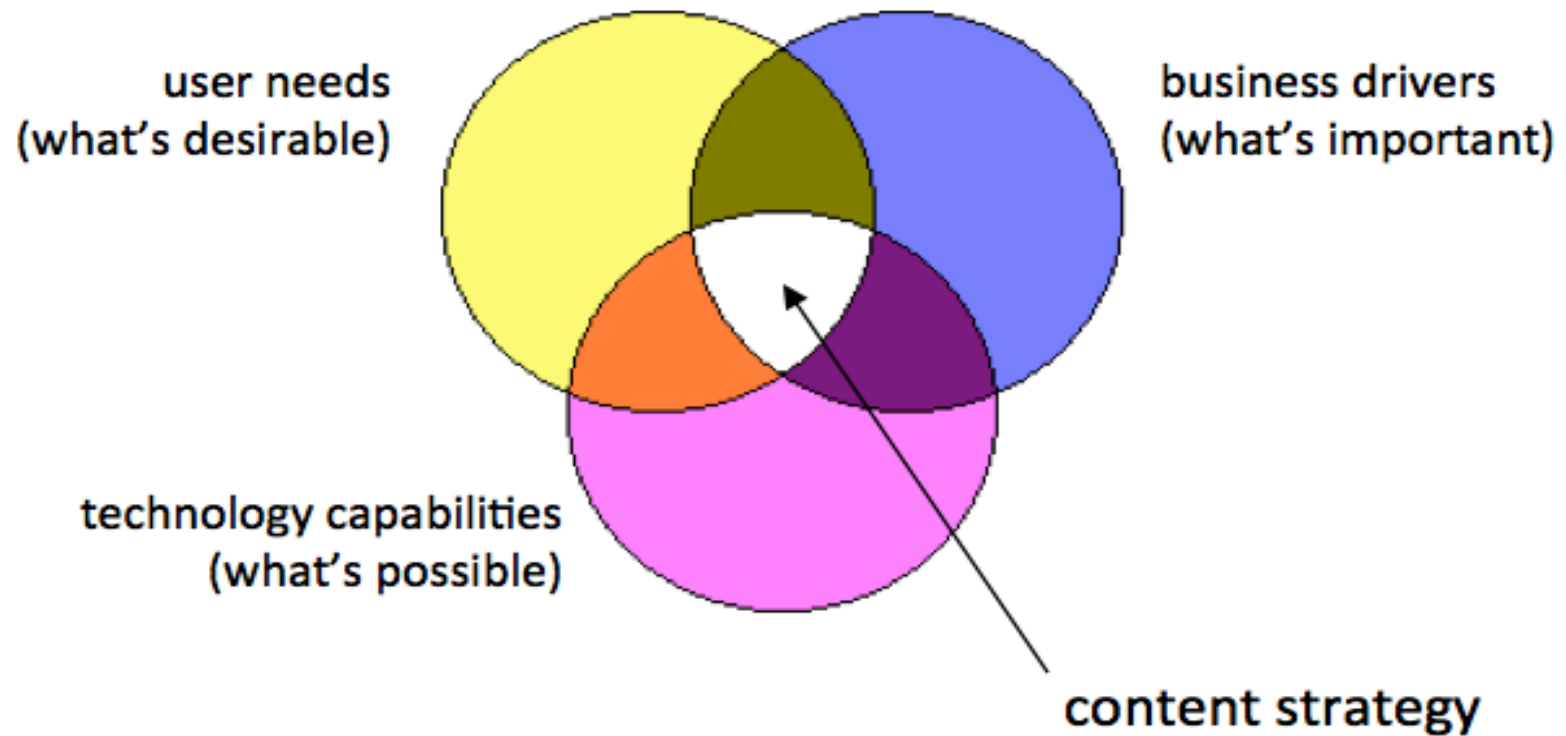
At the right time

For the right action

Put another way....

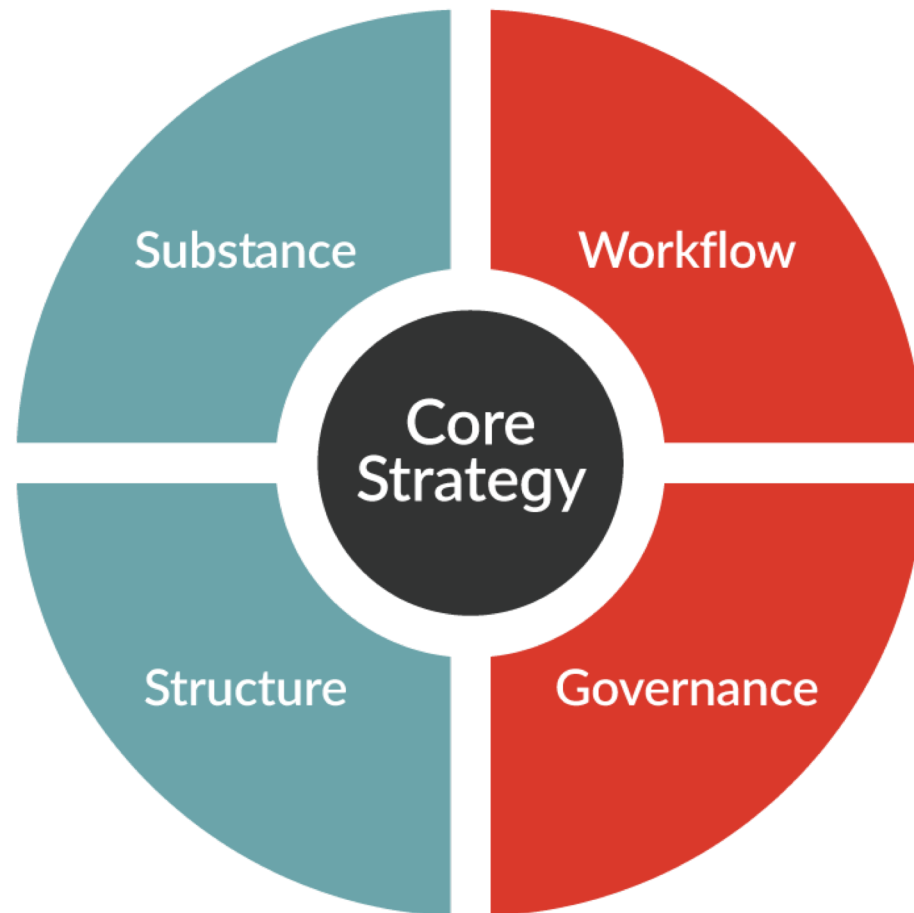
Content strategy is the practice of planning for the creation, delivery, and governance of useful, usable, **effective** content.

Three faces



Multiple parts

- A strategic statement tying content to business goals
- Guidelines and policies: Who, what, when, where, why, and how of publishing content
- Defining people, roles, and processes



Content Components People Components

The ultimate vision

Audience-centric

Business-sensitive

Content

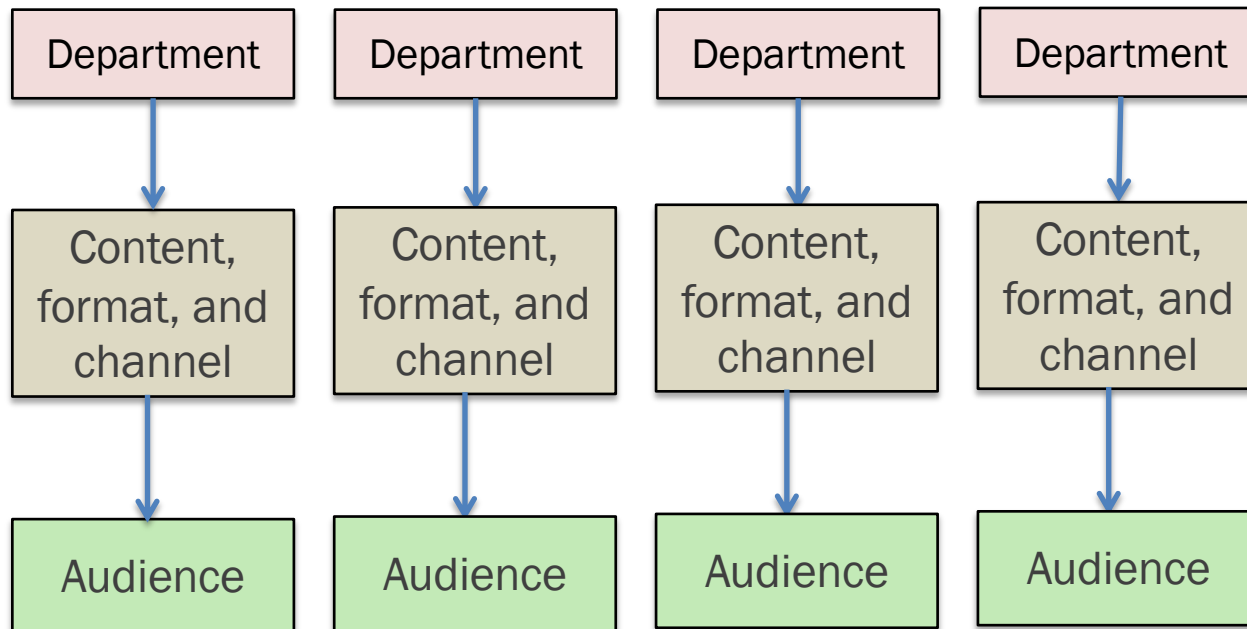
Foundational tenets

1. Content creators & SMEs have a common understanding of what key audiences want, and how their content helps deliver that.
2. Content creators & SMEs have a common understanding of the org's goals and how their content contributes to them.
3. Content creators & SMEs share their content in a consistent, effective way

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



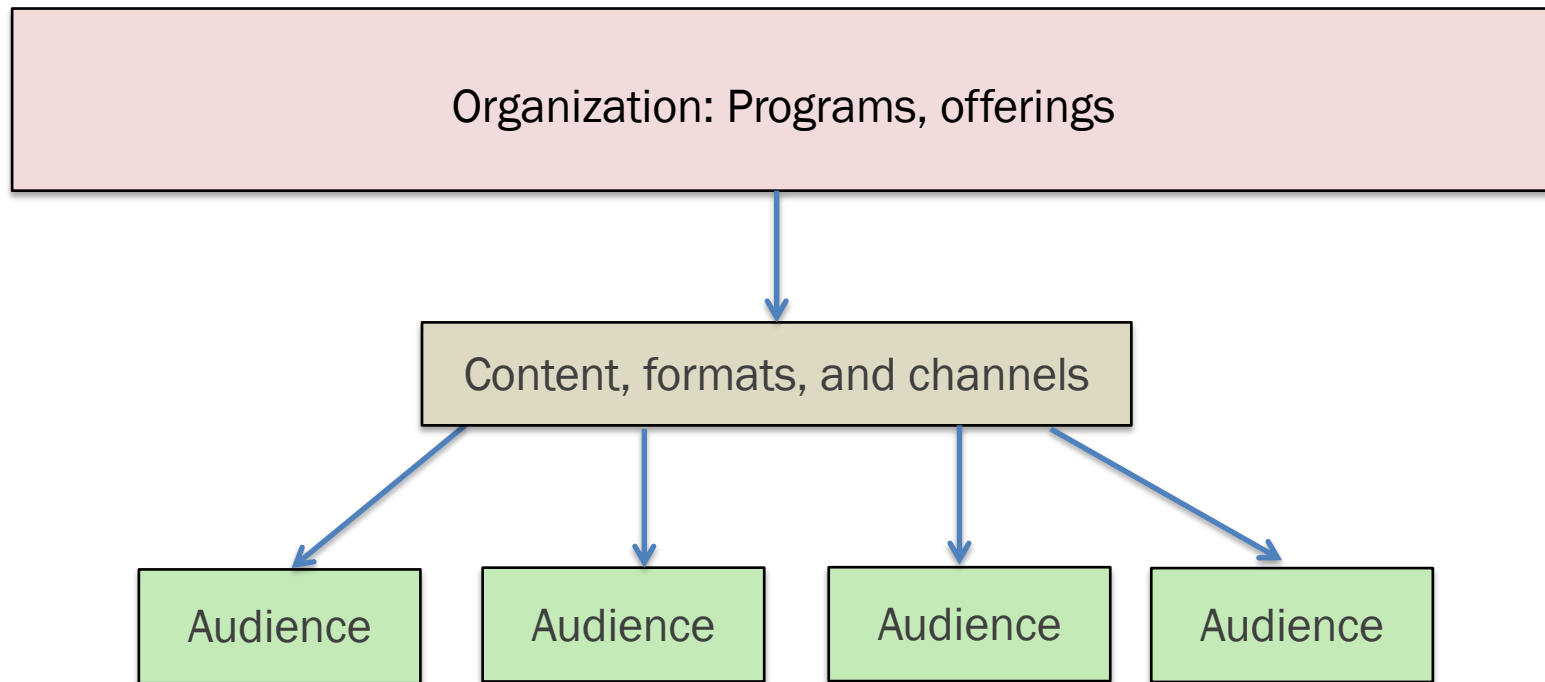
**Diluted
impact**



**Lack of
understanding
of your value**



New thinking

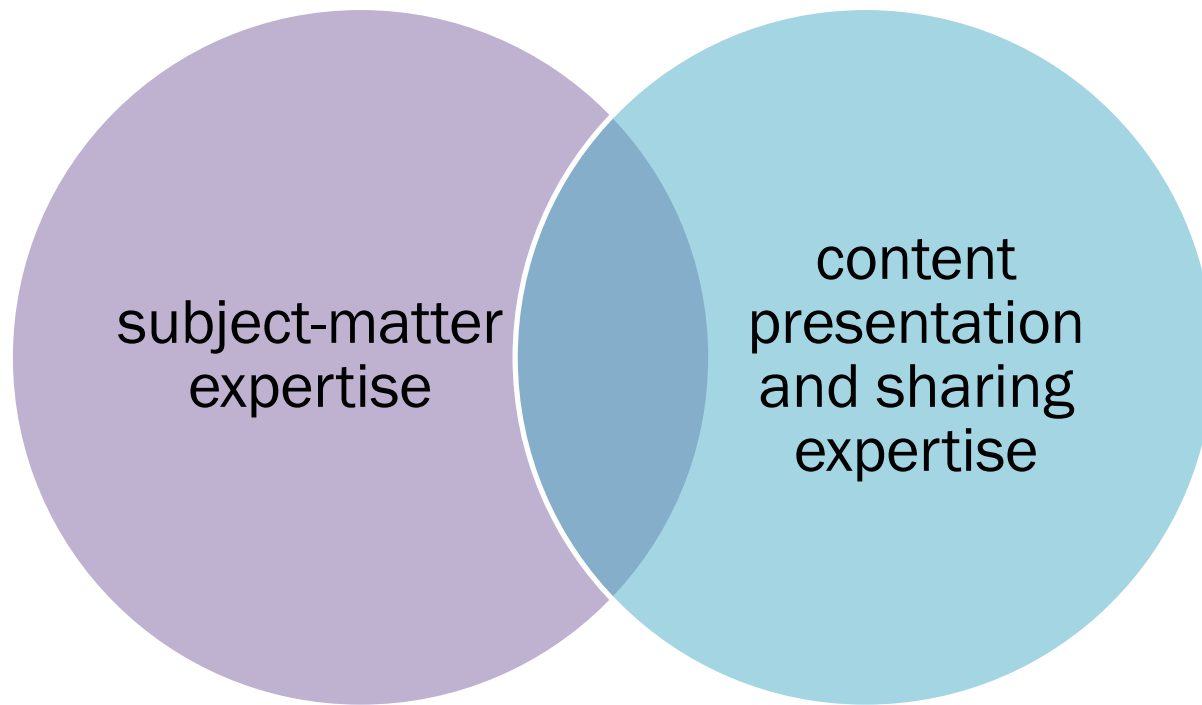


**“Users don’t care about your
org chart.”**

—Lou Rosenfeld

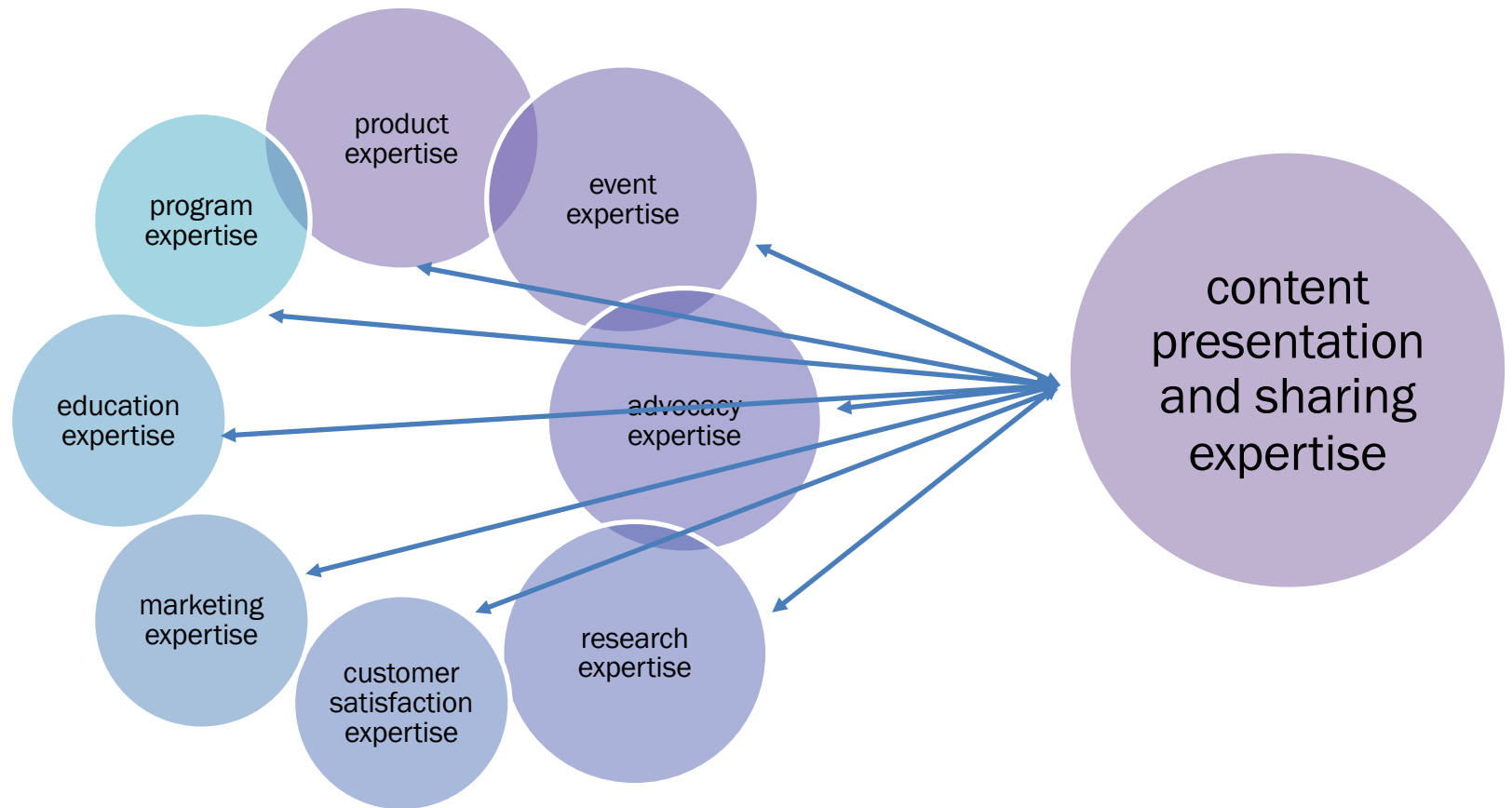
Author, *Information Architecture for the World Wide Web*

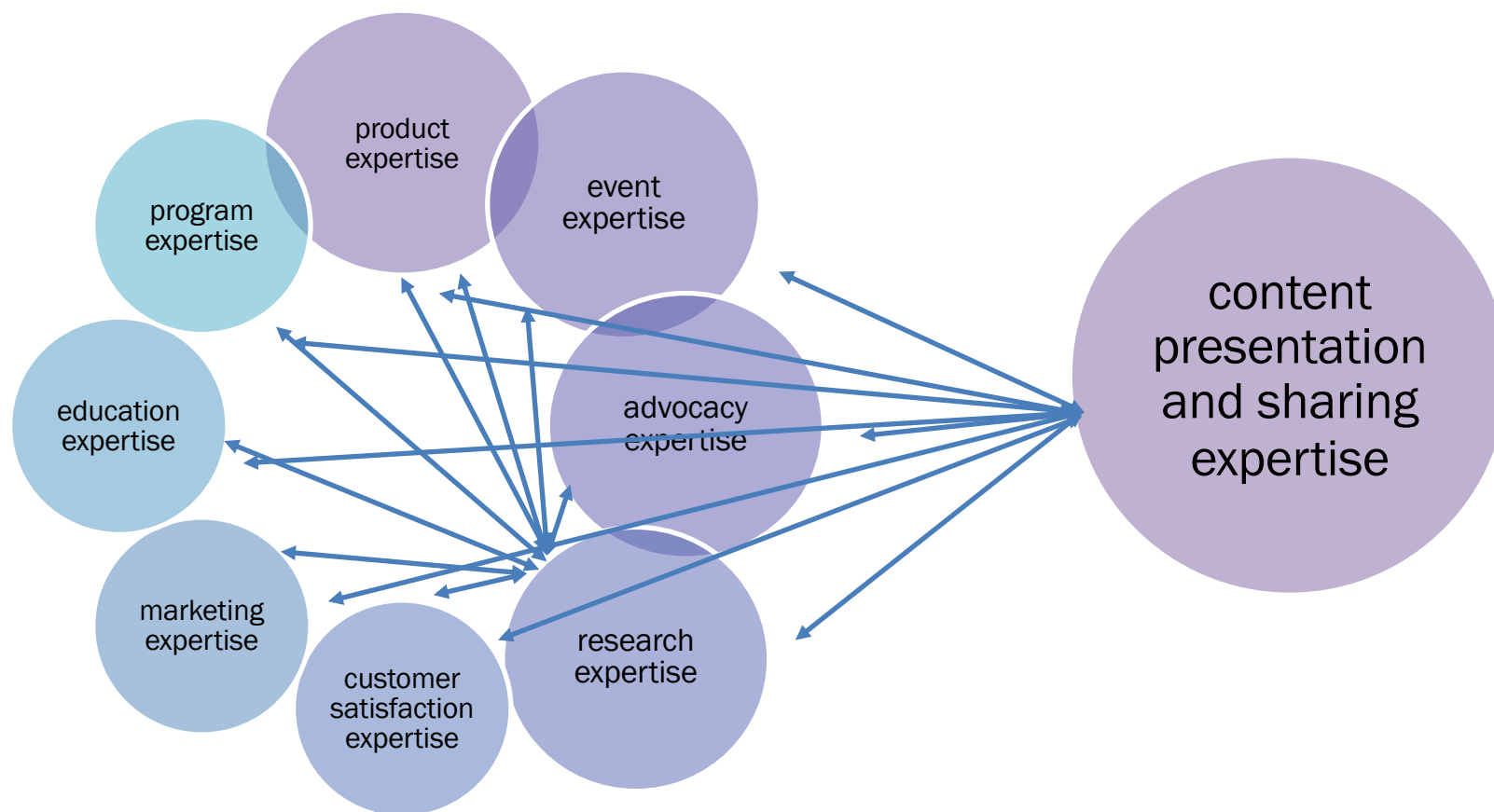
Spirit of partnership

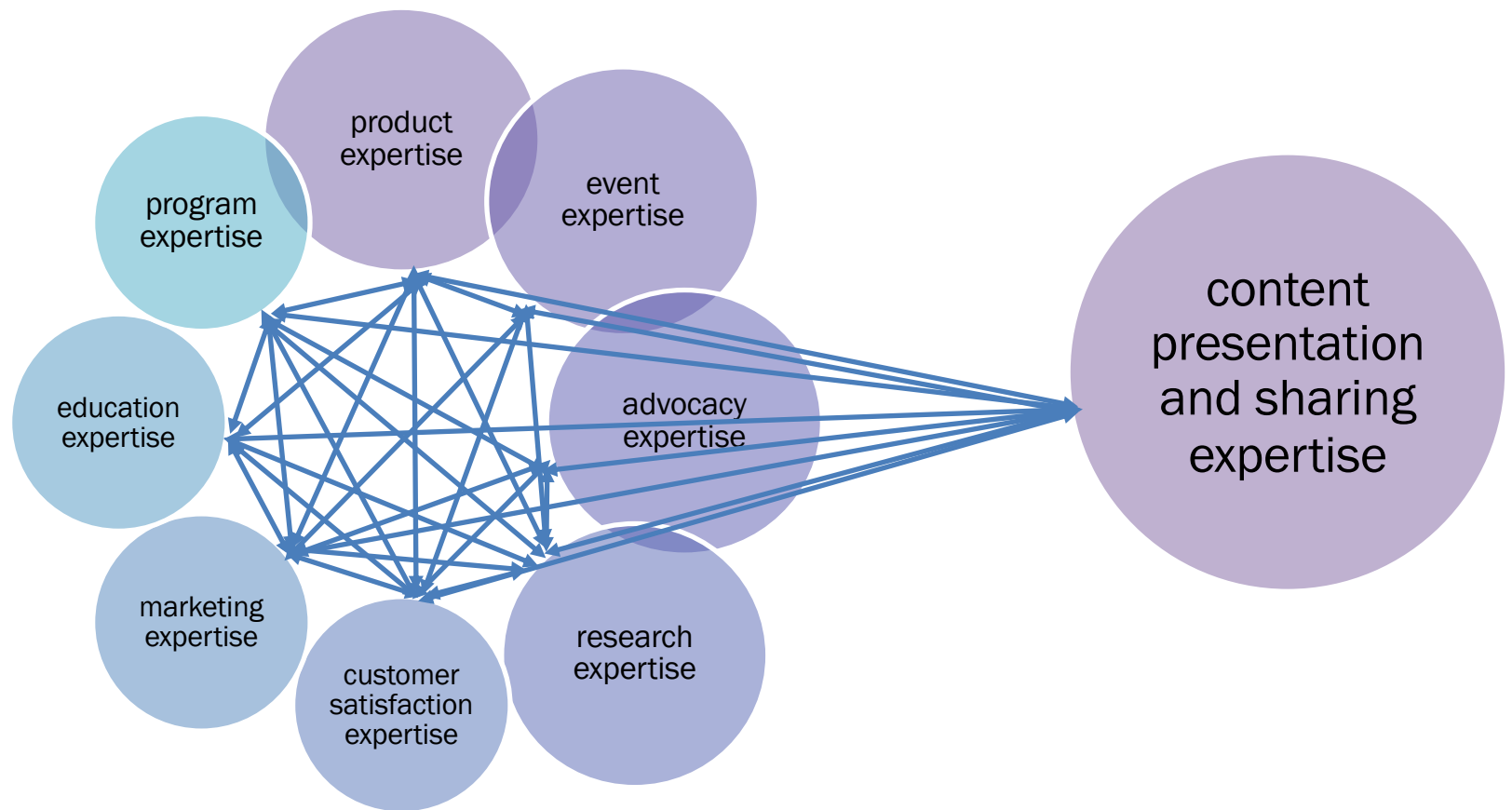






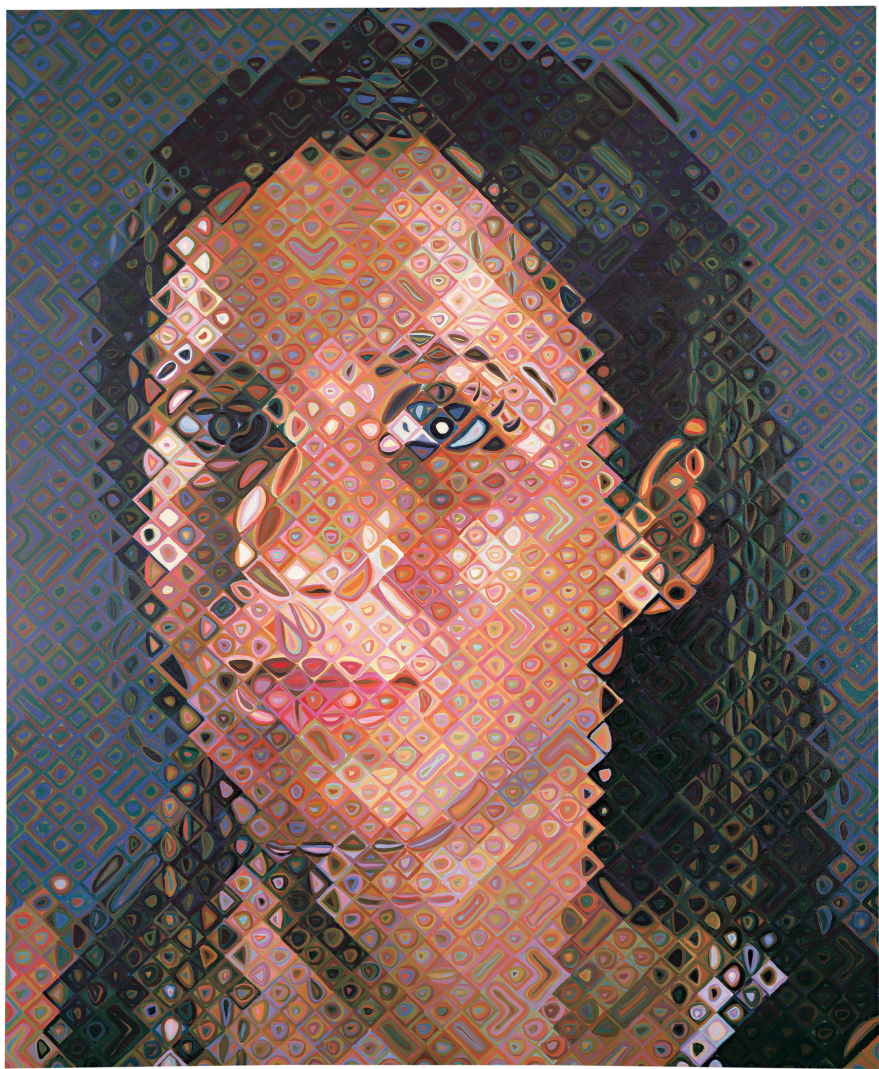








http://chuckclose.com/work253_zoom.html



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

A photograph of four business professionals (two women and two men) sitting at a conference table, clapping their hands. They are all looking towards the left side of the frame. The setting appears to be a modern office or meeting room with large windows in the background showing a scenic view of a lake and mountains. The text 'Working together for audience satisfaction' is overlaid on the left side of the image in a blue, sans-serif font.

**Working
together
for audience
satisfaction**

Connect and join

LinkedIn: www.linkedin.com/in/hilarymarsh

Twitter: twitter.com/hilarymarsh

Newsletter: contentcompany.biz/newsletter

Community: content-strategy.com

The background of the slide is a close-up, slightly blurred photograph of an open book. The pages are a light cream color, and the dark brown binding is visible in the center. A semi-transparent white rectangular box is centered over the book, containing the text.

Thank you!

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