THE CONTENT TWINS
IN AN OFFICE IN LONDON

SAM LEADS THE DOCUMENTATION TEAM

HER SISTER JO HEADS UP MARKETING
Jo has a meeting with her boss....

Jo, we need to rethink our approach to marketing.

Our prospects are giving their attention to the competition.

We’re paying more and more for Adwords, and yet we’re not getting more sales.
More and more of our customers are buying without touching the product...

...these days, they decide what to buy based on product reviews, recommendations & pages that tell them how to solve their problem.

Let's fix that. There's other issues my team is saying we'll also need to address.

We say one thing in our brochures and something different on our website.

Updating our website is a nightmare.

And our website looks awful on mobile devices.
SAM HAS A MEETING WITH HER BOSS...

SAM, WE NEED TO RETHINK OUR APPROACH TO USER DOCUMENTATION AND THE WAY IT HELPS USERS.

IT'S COSTING US TOO MUCH AND TAKING TOO LONG FOR US TO CREATE USER CONTENT.

DID YOU KNOW PROSPECTS ARE USING IT TO DECIDE WHETHER THEY ARE GOING TO BUY FROM US OR NOT?
We have no plans for things like Google Glass.

It takes too much time and effort just to stand still.

Our customers don't want a one-size-fits-all approach.

They expect mobile versions, beginners guides, printed content....

Let's fix that. There's other issues my team is saying we'll also need to address.

It's a nightmare ensuring it's accurate, useful, usable, consistent and findable.

We don't know how many people read it and the value of what we're creating.

We waste a lot of time creating content.

Creating and translating content that already exists in other pages.
WE NEED A PROPER CONTENT STRATEGY

WE NEED TO TAKE A MORE STRATEGIC APPROACH TO CONTENT
SO WHAT IS CONTENT STRATEGY?

SUBSTANCE

WHAT YOUR AUDIENCE NEEDS, AND WHY THE CONTENT

WORKFLOW

YOUR CONTENT CREATION SYSTEMS

CONTENT STRATEGY GURU KRISTINA HALVORSON ONCE SAID IT’S

"PLANNING FOR THE CREATION, DELIVERY AND GOVERNANCE OF USABLE CONTENT"

STRUCTURE

HOW THE CONTENT IS STRUCTURED, ORGANISED AND PRIORITISED

GOVERNANCE

HOW YOU APPROVE, DELETE AND MAINTAIN CONTENT
CONTENT STRATEGY MEANS DIFFERENT THINGS TO DIFFERENT PEOPLE

IT’S ALL ABOUT MARKETING

IT’S ALL ABOUT THE CONTENT

LIKE BLIND PEOPLE DESCRIBING AN ELEPHANT

IT’S ALL ABOUT USER INTERACTION, EXPERIENCE & USABILITY

IT’S ALL ABOUT EDITORIAL
Jo and Sam put a team together to develop & implement a new content strategy.

Understanding the business’s goals and core values.

Content inventory.

Formalising the strategy:
- Sort
- Set
- Standardise
- Shine
- Sustain

Content modelling.
Next came implementing the strategy.

Implementing a component content management system...

There was a lot to do...

- Identify and interview stakeholders
- Establish implementation goals and metrics
- Define roles and responsibilities
- Establish timeline and milestones
- Build the content creation system
- Convert legacy content
- Deliver content
- Capture project knowledge
- Ensure long-term success

...but finally it was fully implemented.

Breaking content into chunks... tagging... separating content from the formatting...
SOME TIME LATER

Yes, it's faster, more flexible & there's less waste.

The new content strategy is really working well...

...we've more prospects, more customers & happier users.

END
FLICKR IMAGES:
VICTOR1558
JAKOB MONTRASIO
JTLONDON
CHRISTOPHER SCHMIDT
ALAN CLEAVER
CHRISTOPHER BULLE
THETAXHAVEN
ROCHELLE HARTMAN
CherryLeaf is a technical writing and content strategy services company that can help you prevent and solve issues around how you create, manage and publish content.

You can use CherryLeaf to provide training, content strategy and writing services.

Contact us:
info@cherryleaf.com
www.cherryleaf.com