

Content Strategy for the Enterprise

Seattle Content Strategy Meetup
May 13 2021

Hello



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“Without a destination in mind, any road will do.”

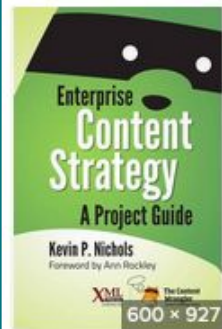
with apologies to Lewis Carroll





Photo by [adiprayogo liemena](#) from [Pexels](#)





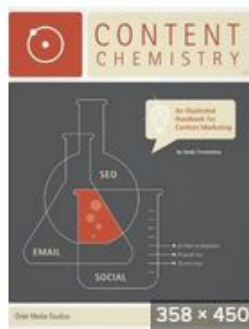
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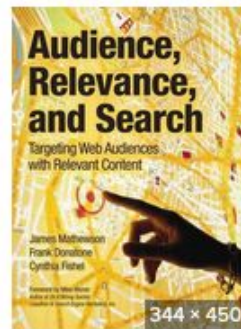
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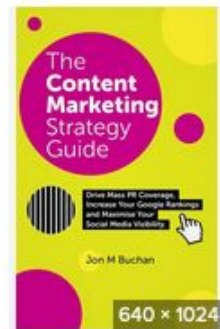
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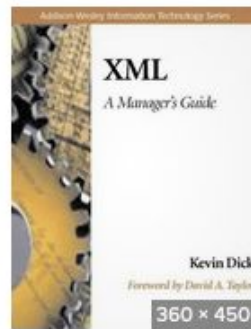
Content Strategy! | ...
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Read The Content ...
scribd.com



Content Strategy f...
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A list of content strategy books. But one of these things is not like the others... Can you spot it?

“Enterprise”



[Wikimedia](#)

An **Enterprise Content Strategy** (ECS) is the **connection** between your business priorities and the internal and external **content-driven experiences** that support them.

An effective ECS guides how every part of the organization creates, shares, and accesses content in support of the overall business goals. The processes need to be specific, repeatable, and measurable.

The strategy addresses user needs, organizational maturity and readiness, technology, business goals, compliance, etc.

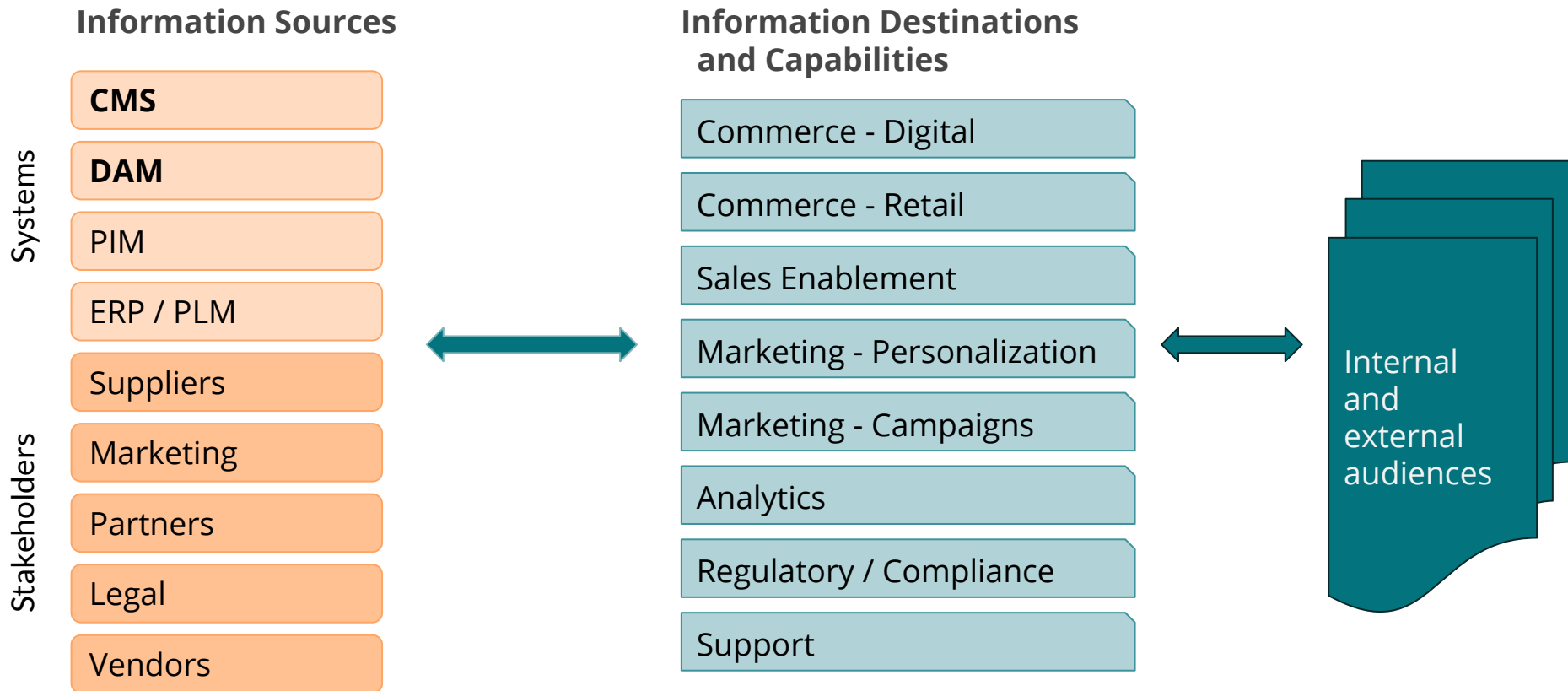
FOCUSED ON “ENTERPRISE”

*For this discussion, we're focusing on the **enterprise** implications and dependencies for content strategy.*

Initiatives that span

- Multiple systems
- Business units
- User profiles
- Experiences
- Business use cases
- And more...

EXAMPLE OF WHAT WE MEAN BY “ENTERPRISE”



ENTERPRISE CONTENT STRATEGY COMPONENTS

EDITORIAL

Focuses on the **creation** and **curation** of the content with which end users interact.

Editorial content strategy is focused on the **goals** and **message** of the content and how it should be delivered consistently across **channels**.

TECHNICAL

Focuses on **orchestrating** the content experience infrastructure: the **content management, taxonomies, metadata, integrations, search services** required to support the editorial strategy and goals.

FOUNDATIONS FOR ENTERPRISE CONTENT STRATEGY

GOVERNANCE

Focuses on the **governance** underpinning both the technical and editorial content strategy.

This includes the content, metadata, taxonomies, and workflows.

INFORMATION LAYER

Stitches together metadata and taxonomies that describe **users**, **content**, and **data** gathered, to support content delivery and analytics. Ultimately these analytics feed back into the business initiatives.

Governance and the information layer depend on the **maturity** of the enterprise and its **processes**, and identifies how these processes need to change to support an enterprise-level effort.

MASTERING INFORMATION TO EMPOWER YOUR ENTERPRISE

Stage 1 Accidental



Content, information, processes, and business goals exist in **silos**.

Stage 2 Grass Roots



Instances of SME-led or even executive **enthusiasm**, and **empowerment** mostly driven by personal **heroics** at a department level.

Stage 3 Emerging



Initial success synchronizing information leads to **optimism**, but a unified strategy is still **elusive**.

Stage 4 Established



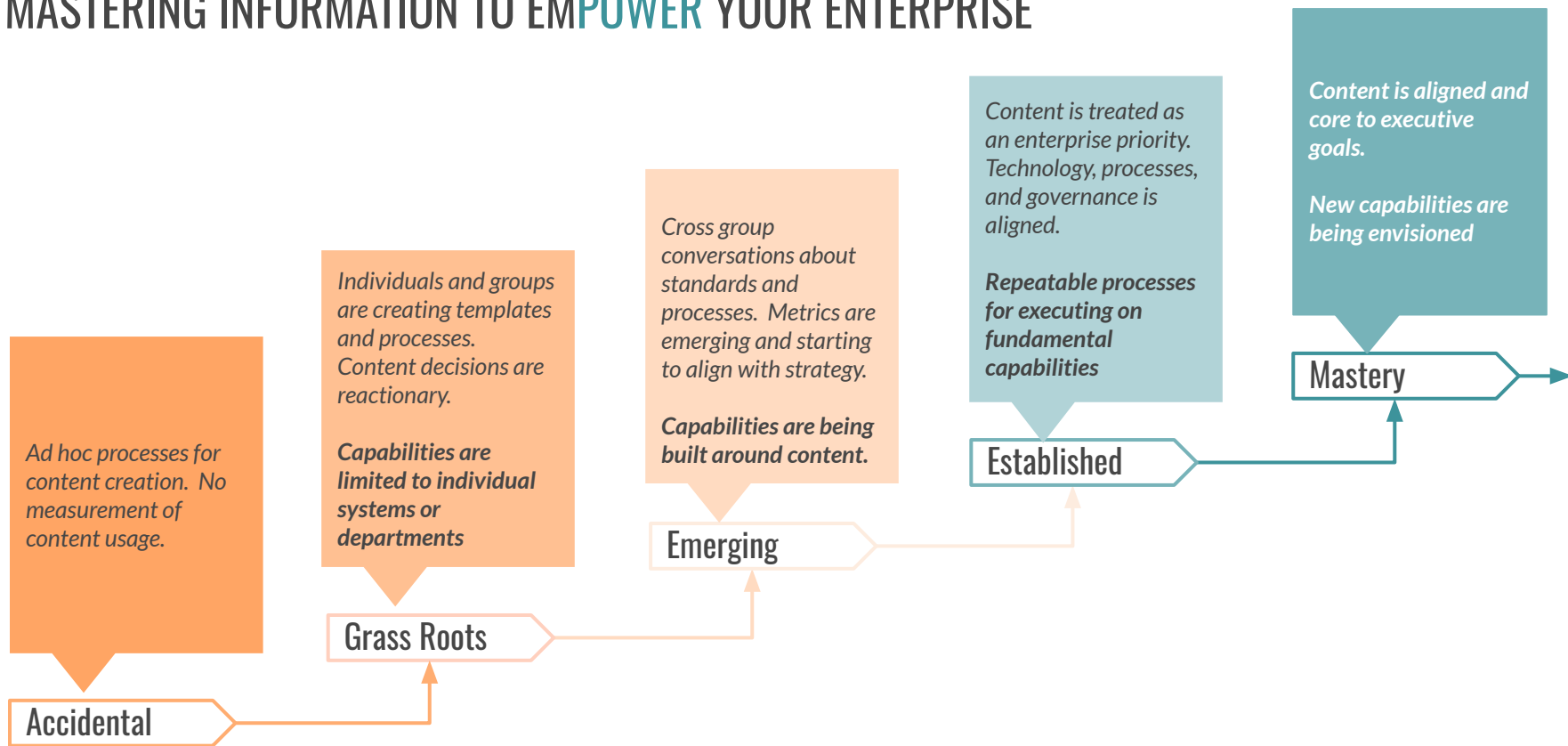
Organizational **alignment**, adoption and compliance have solidified.

Stage 5 Mastery



Content and information is a **strategic organizational asset** that has quantifiable equity.

MASTERING INFORMATION TO EMPOWER YOUR ENTERPRISE



GoPro HERO3 SILVER EDITION
WATERPROOF VIDEO CAMERA. The world's most versatile camera is now smaller, lighter and Wi-Fi enabled.
 14177685 | 299.99

save \$10

West Marine **ACTION REFLEX LIFE VESTS.**
 All-purpose PFD for active boaters, paddlers and more.
 Ref. 10897401 | Reg. 49.99 | Sale 39.99

save \$10

West Marine **MEN'S & WOMEN'S WATERSPORTS LIFE VESTS.** For active watersports enthusiasts looking for style, comfort, and value.
 Ref. 12732194 | Reg. 49.99 | Sale 39.99

West Marine®

Women's Watersports Vest




US Coast Guard Approved Type III Life Vest

INCONSISTENT PRODUCT NAMES

Product names varied across channels.

- “Women’s Watersports Vest”
- “Watersports Life Vest, Womens PFD”
- “Men’s & Women’s Watersports Life Vest”

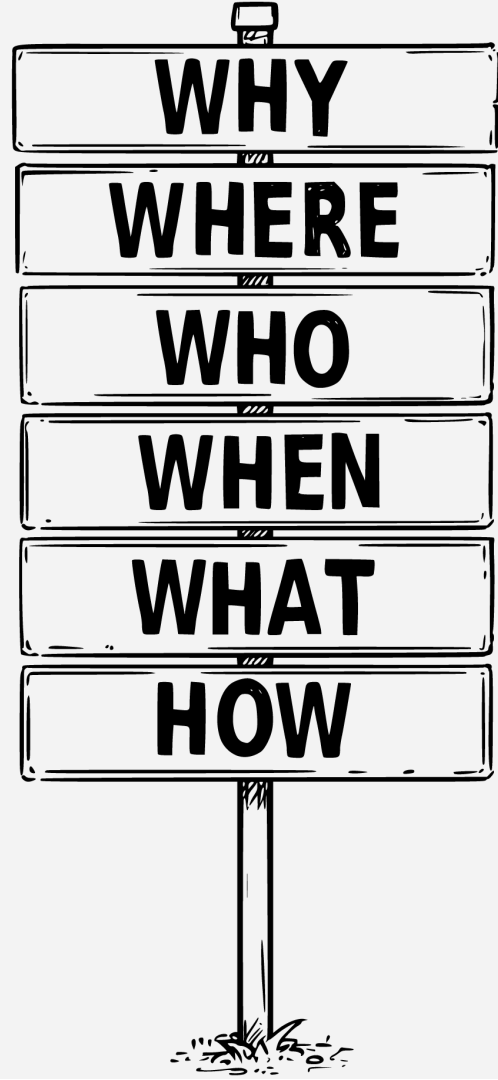


WEST MARINE
Watersports Life Vest, Womens PFD

Customer Reviews ★★★★★ 4.0
[Read 1 Review](#) | [Write a Review](#)

View this product in the
Annual Catalog (→)

MULTI-FACETED APPROACH



Unified Enterprise Content Strategy

Business Strategy

What problem is the business solving?

Business Initiatives

Sales, Marketing, Support, Compliance, Analytics

User Research

What does the target audience need?

Technical Content Strategy

What is the **content model**?

What **metadata** is needed?

How are **taxonomies** managed?

How is the content **tagged**?

How is **performance** measured?

What **systems** are involved?

How are systems **managed**?

How are channels **onboarded**?

Who **creates** the content?

Who **publishes** the content?

Who **owns** and **manages** the content?

Editorial Content Strategy

What **strategy** does the content support?

When is the content **created**?

Who is the target **audience**?

Where is the content **published**?

What **content** should be created?

When is the content **published**?

When are the new channels **onboarded**?

Governance and Information Layers

Customer Experiences
Sales Experiences
Support Experiences

Analytics
Training and Knowledge Management
Compliance and Regulatory

BUSINESS STRATEGY ELEMENTS

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What problem is the business solving?

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CONTENT STRATEGY ELEMENTS

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CONTENT & EXPERIENCES

Customer Experiences
Sales Experiences
Support Experiences

Analytics
Training and Knowledge Management
Compliance and Regulatory

CONTACT US



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