

Welcome to

Bust a Move: From Technical Communication to Content Strategy

Presented by: Ellis Pratt



About me

I co-own Cherryleaf, a technical writing services company in the UK

I spoke on this topic at MadWorld 2014

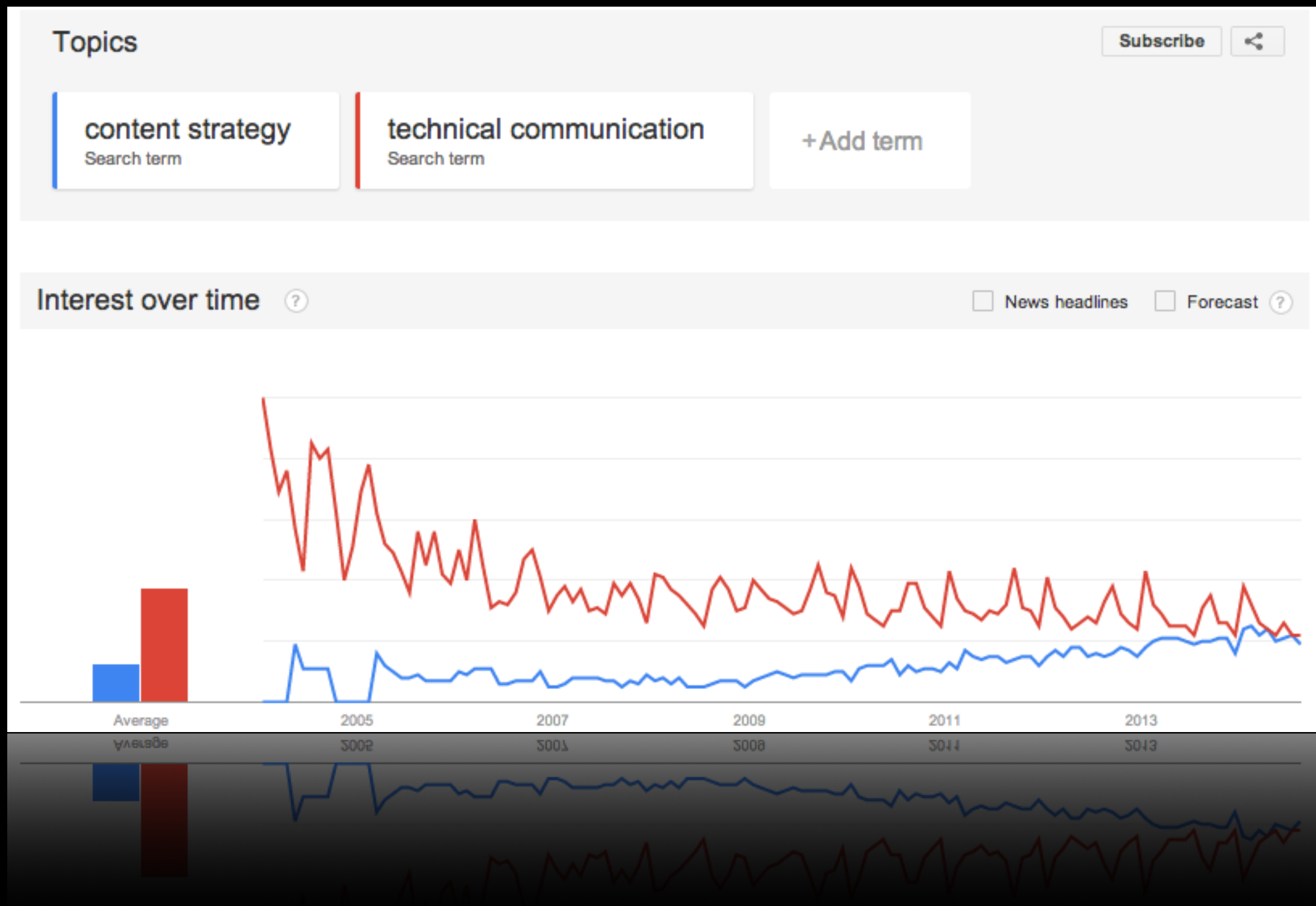
We have an elearning course on content strategy

Overview

1. The rise of the content strategist
2. What is content strategy?
3. What do strategists do?
4. Can Technical Writers become content strategists?
5. Hot content strategy topics
6. How it differs
7. Flare and content strategy

1.The rise of content strategy

Google Trends



Why is content strategy popular?

Web content is now seen as a way to gain a competitive advantage

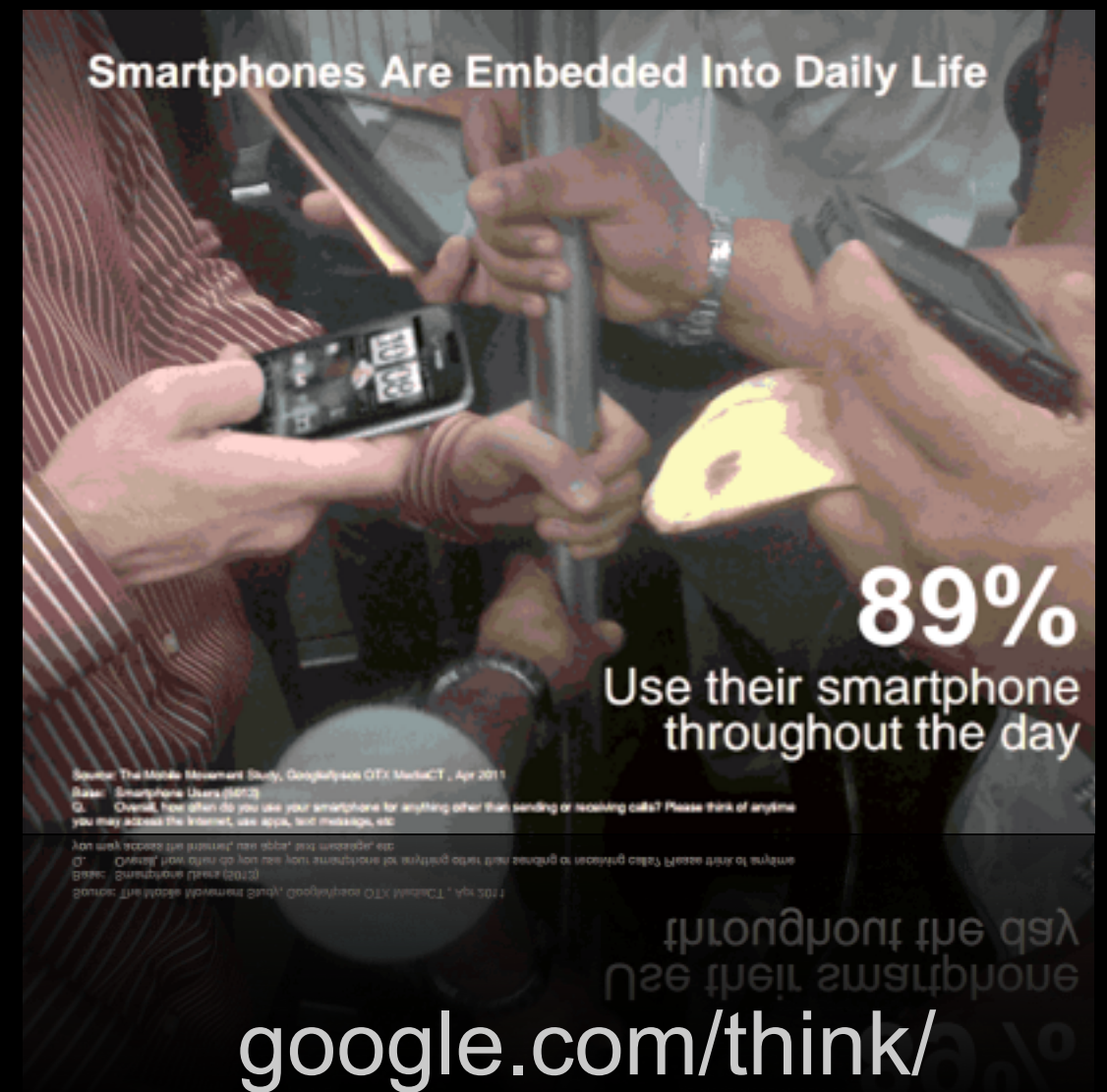
So it's gets the organisation's attention and money



The most common reason

Many websites suck
on mobile devices

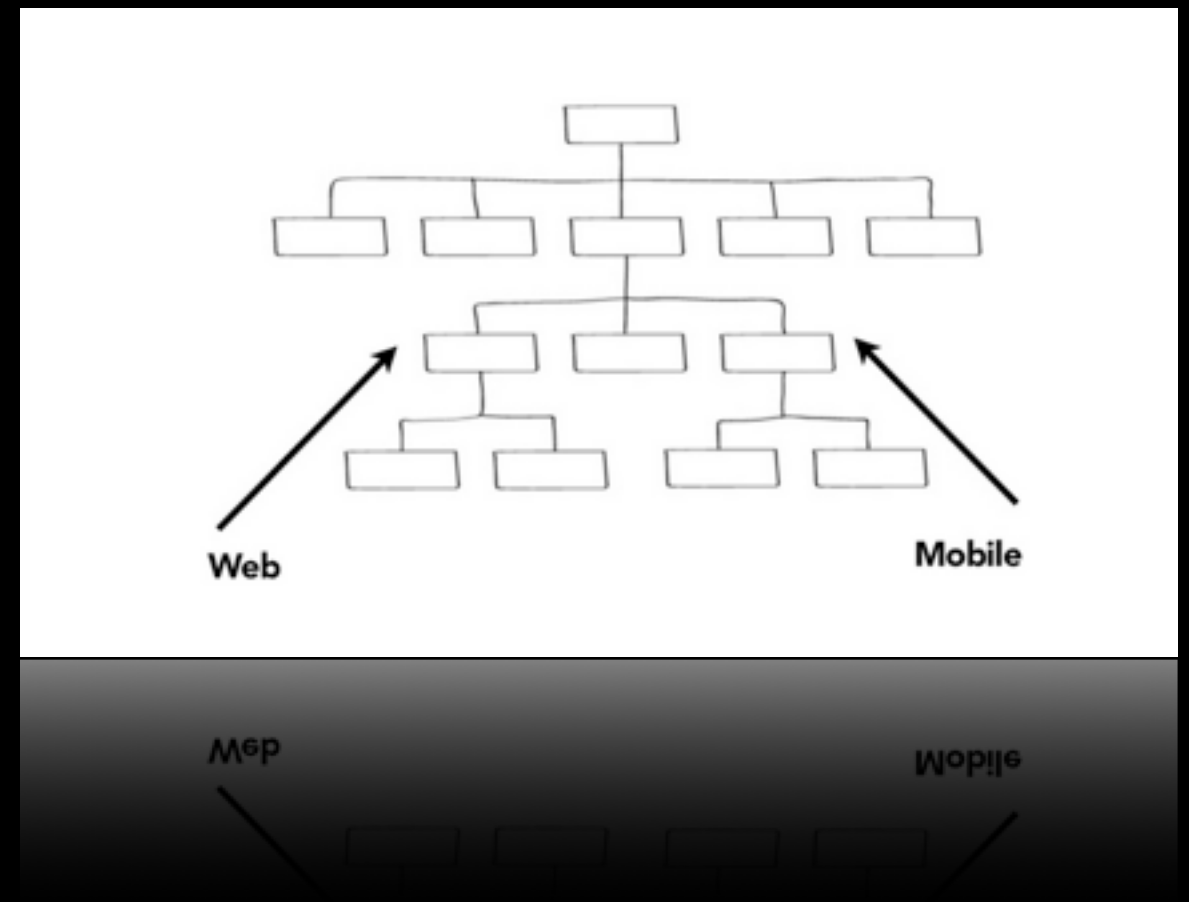
More and more
purchases involve the
person using a mobile
device



The most common reason

So Web content needs to be developed strategically

It must work on mobiles and on bigger screens



Content can be seen as an asset or a big expense

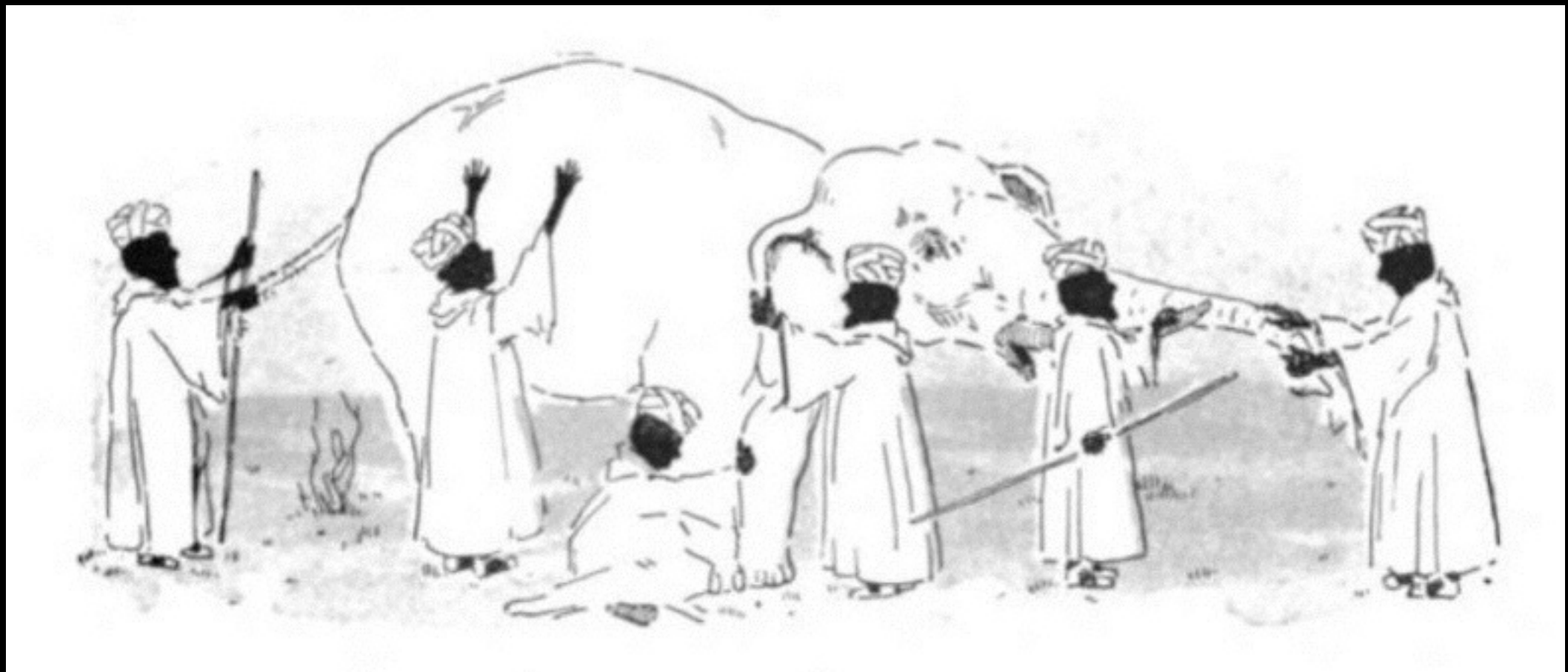
It lasts longer

It costs more



2.What is content strategy?

There are many definitions



Like blind people describing an elephant

Image: Wikipedia

What type of content?

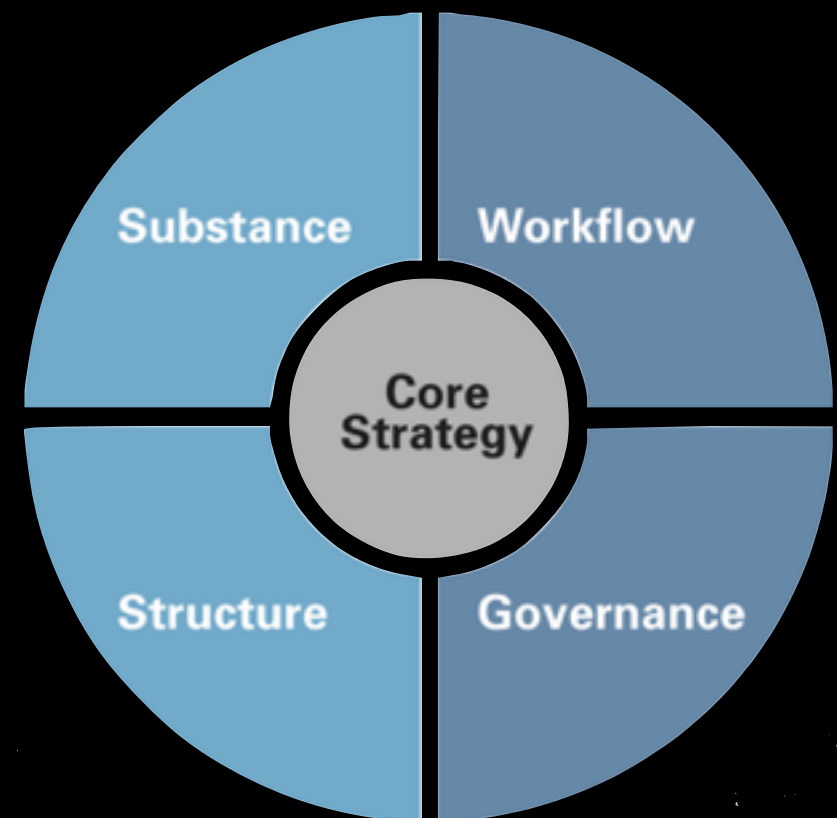
Some people see it as only covering individual parts



What do we mean by content strategy?

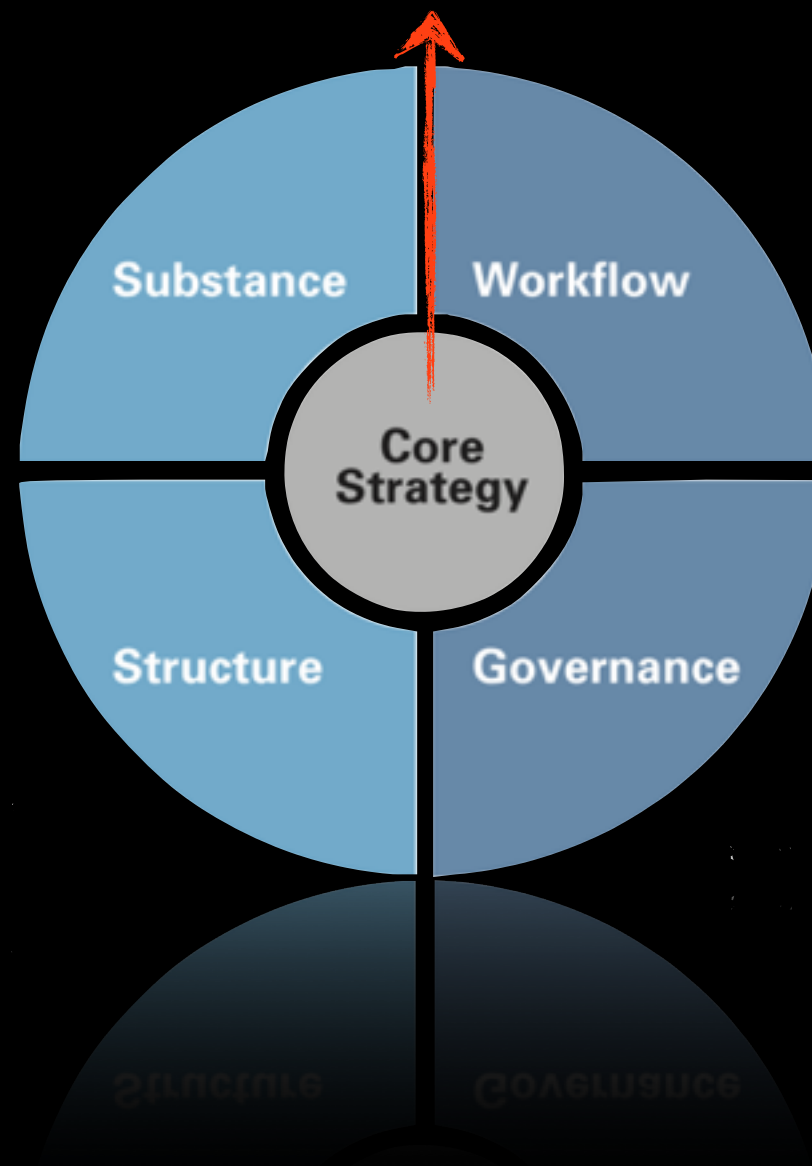
“Content strategy plans for the creation, delivery and governance of useful, usable content”

Kristina Halvorson

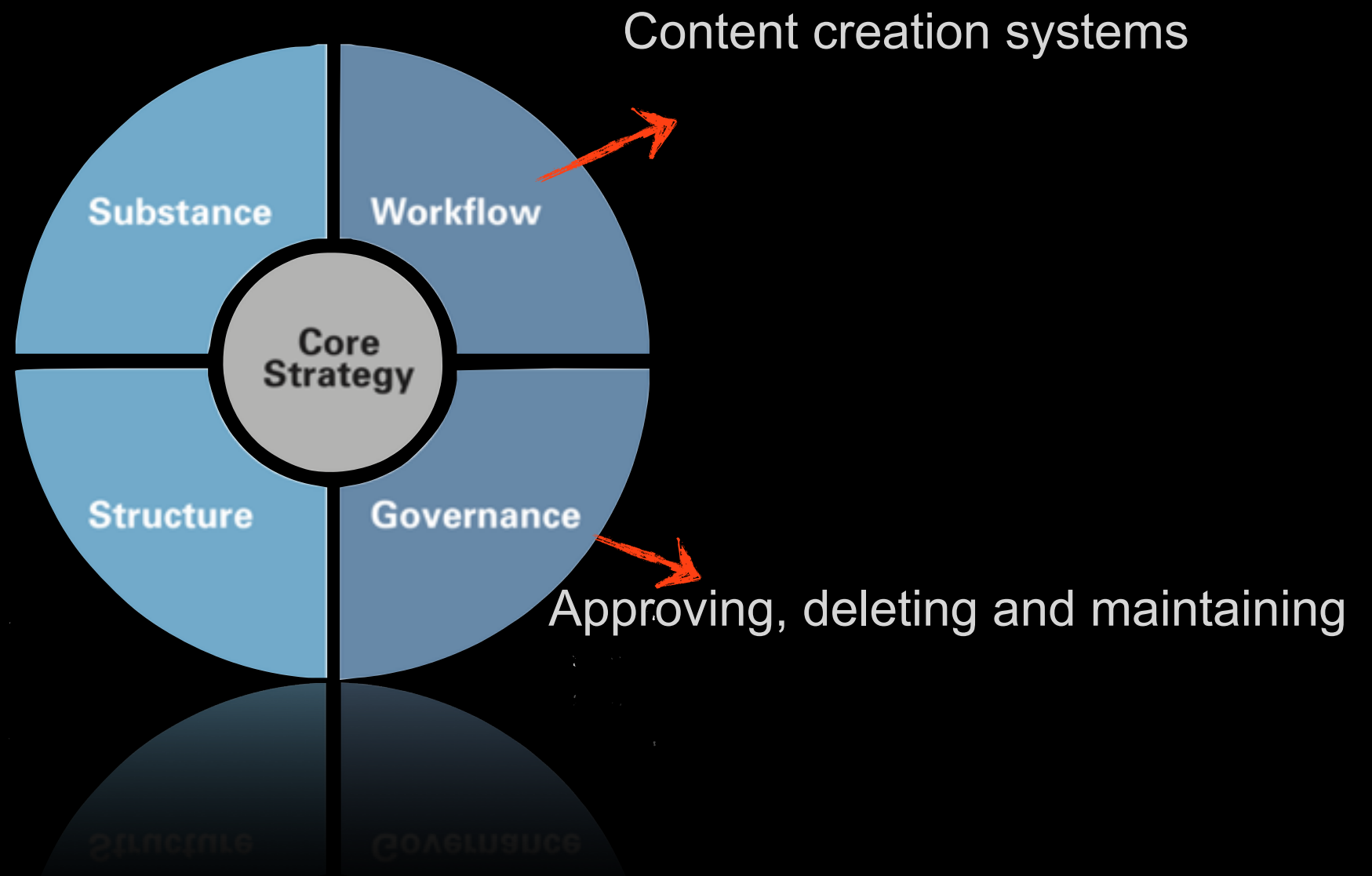


What do we mean by content strategy?

Your business goals and core values
What the content will do for the readers

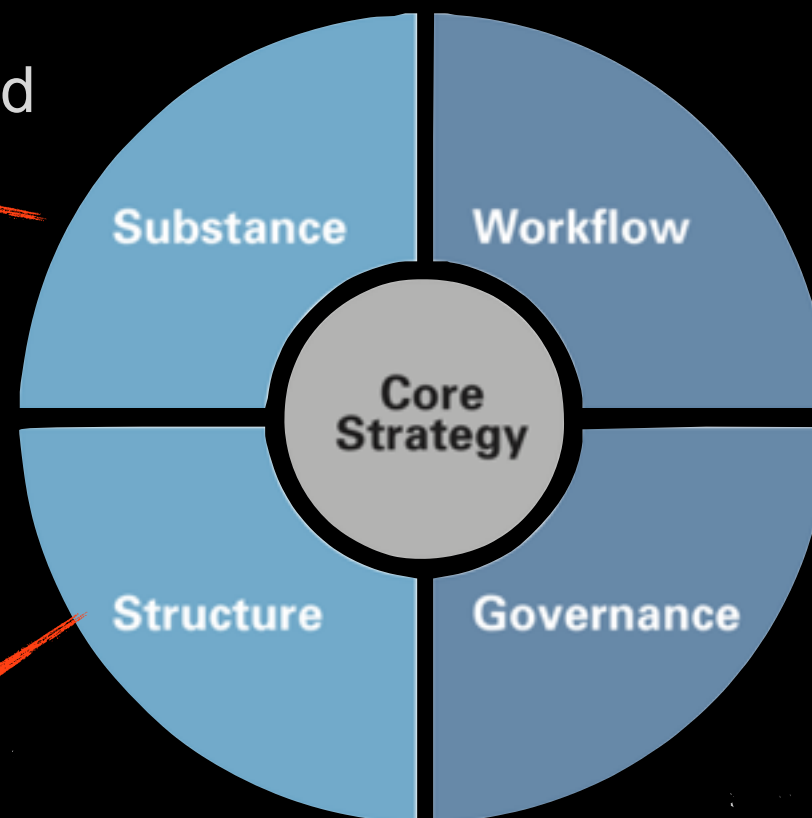
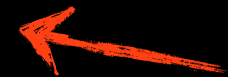


What do we mean by content strategy?



What do we mean by content strategy?

The words and images
What you audience needs, and
why

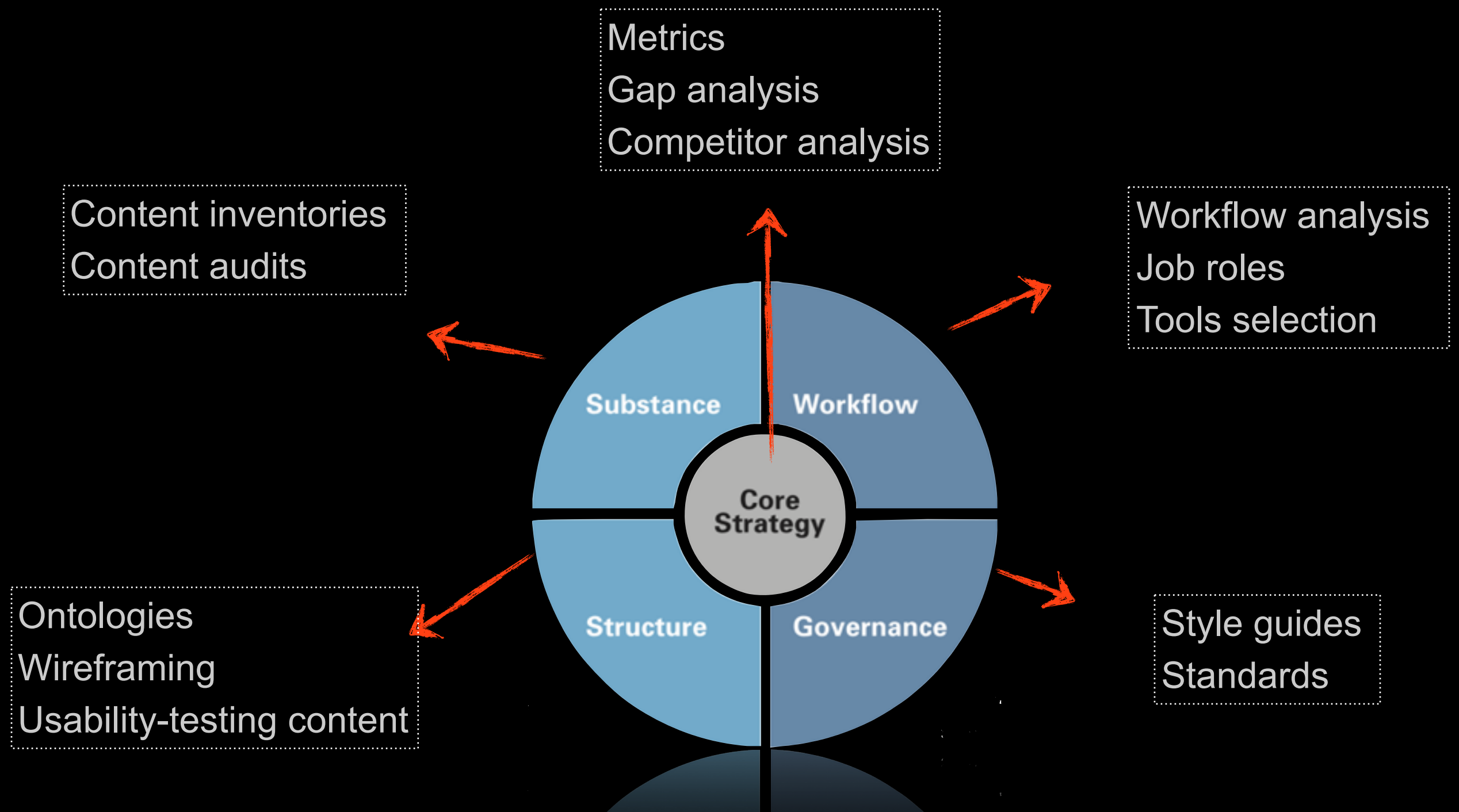


How the
content is structured,
prioritised
and organised

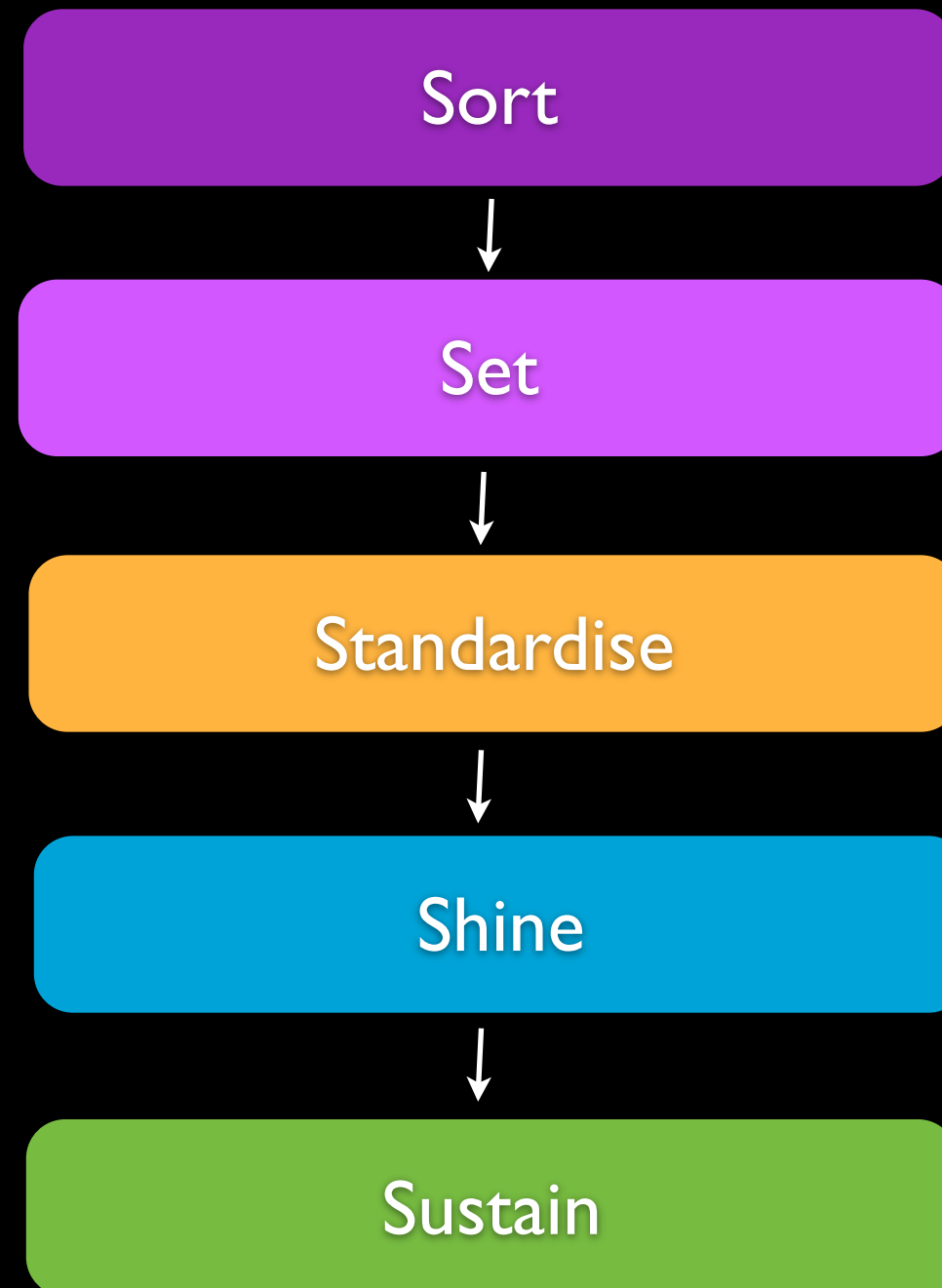


3. What do strategists do?

What do content strategists do?



What do content strategists do?



Content inventories

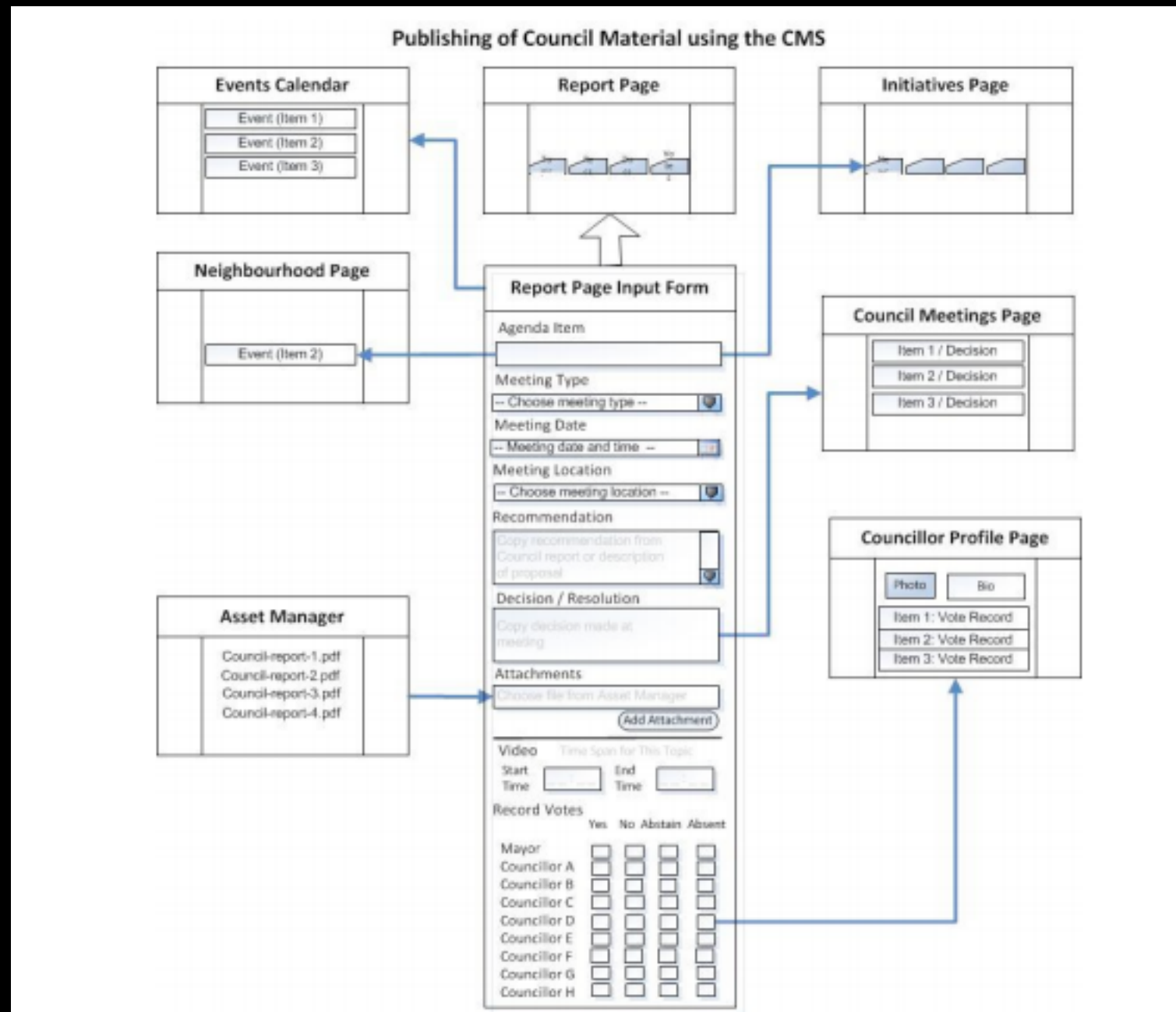
Title	No of Pages	Source Format	Last updated	Delivery format/type	Author	Information Owner/ Department	Location

Content audits

Questions	Yes/No
Useful	
Usable	
Credible	
Findable	
Accessible	
Valuable/Relevant	
Desirable	
Accurate	
Up to date	
Legally OK	

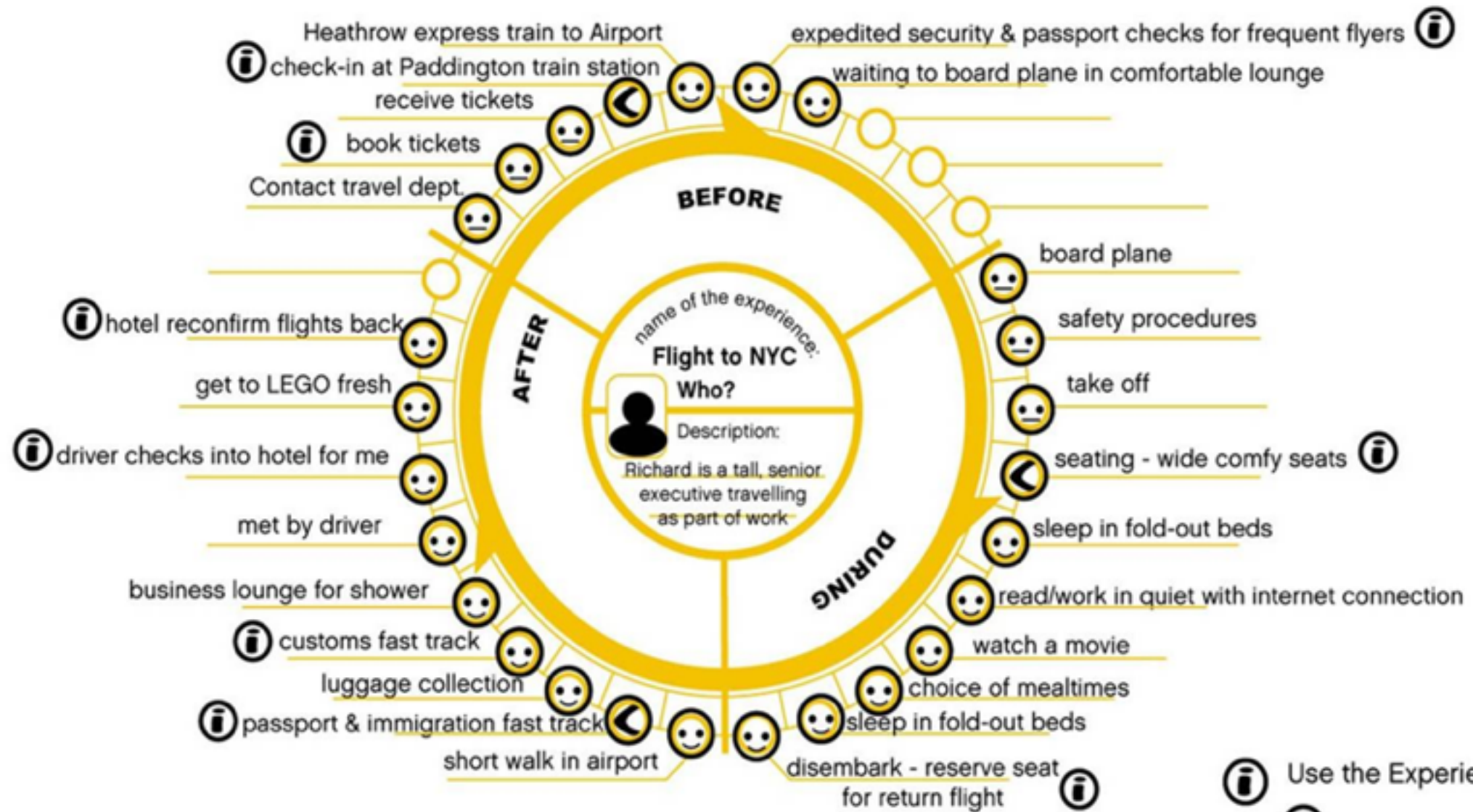
(After
Peter Morville)

Content modelling



This links with the customer journey

Analyse “the customer journey”




Use the Experience

How can this be improved?
How can this be improved?

Use the Experience

Analyse “the customer journey”

Stages	Before (this can include past experiences)	During	After
What are they doing?			
What are they thinking?			
What are we doing? (“touchpoints”)			
What are they feeling?			
How helpful is the experience? (“voting point”)			
How enjoyable is the experience?			

Create personas

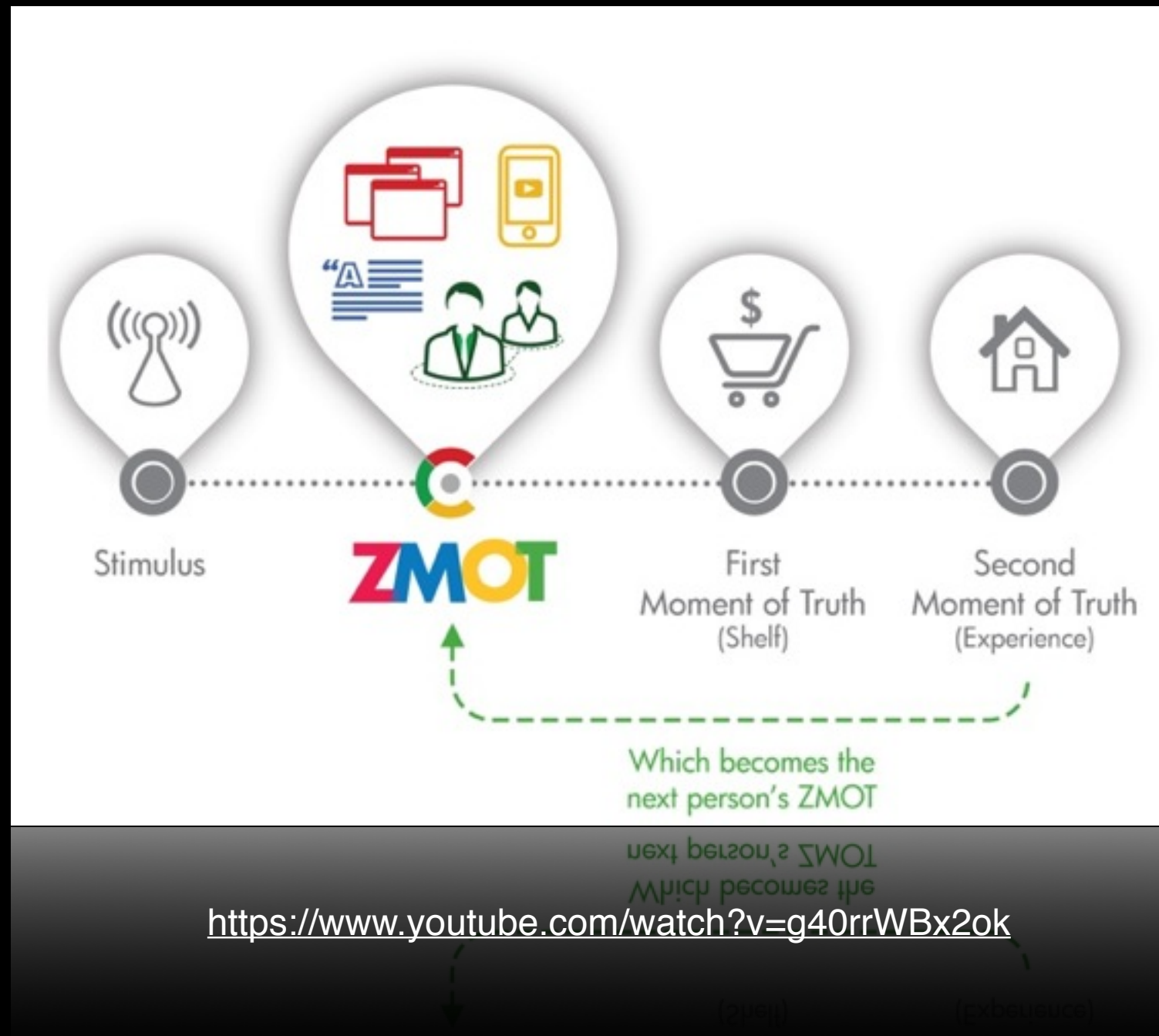
Name	
Who are they?	
What do they do?	
Biggest Challenges	
Motivation	

4. Can Technical Writers
become content strategists?

Some already are



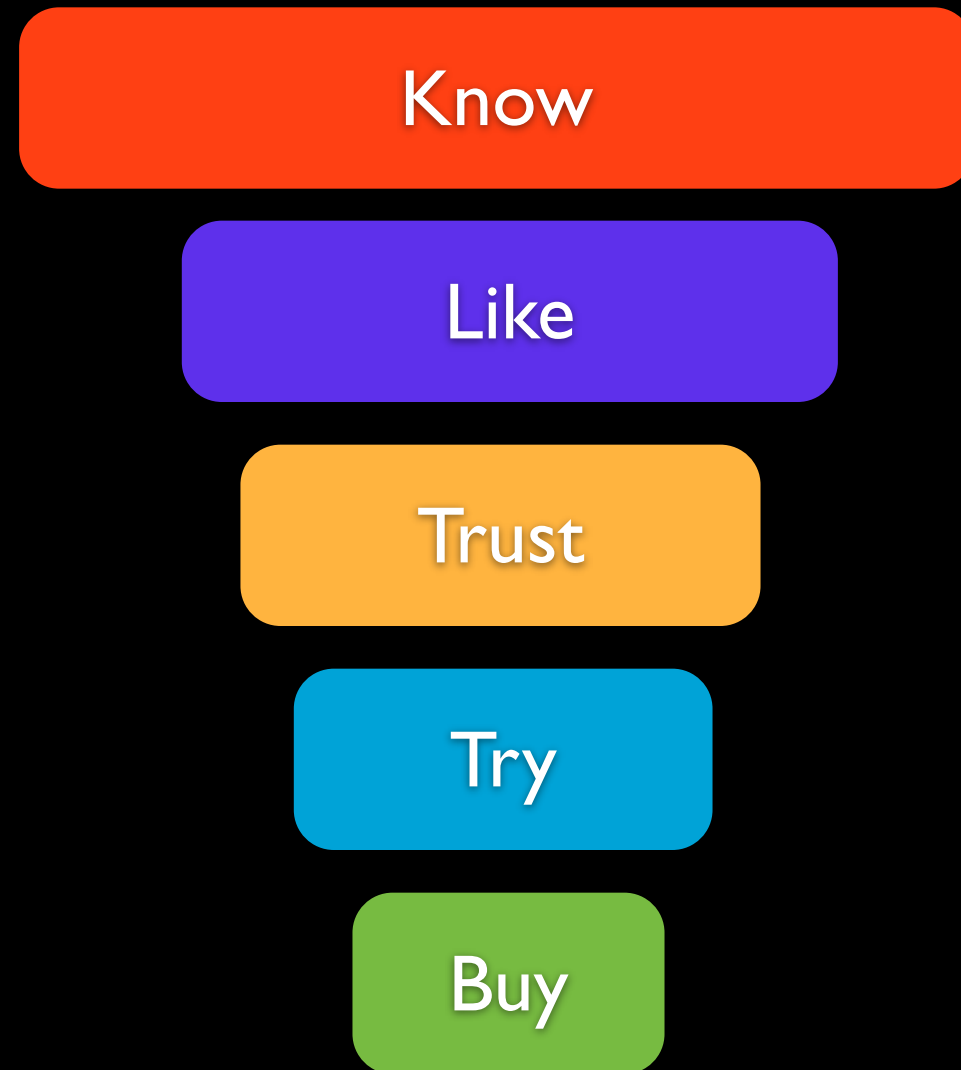
The strategic importance of technical documentation



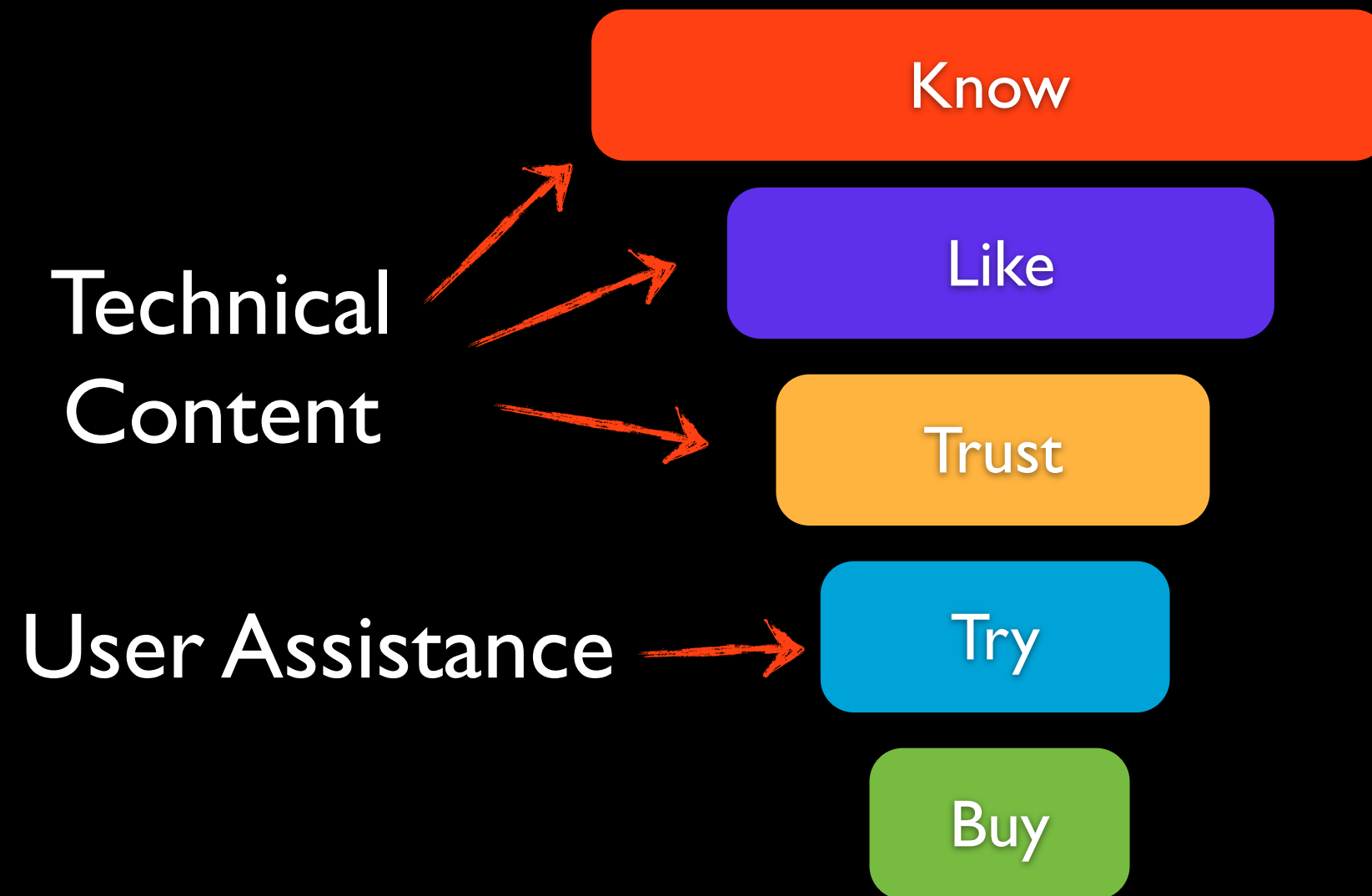


ZMOT

A new marketing funnel



A new marketing funnel



Key skills required

Information design
Content creation
Information architecture
User experience
Content analysis
Graphic design
Project management



No-one has all the skills

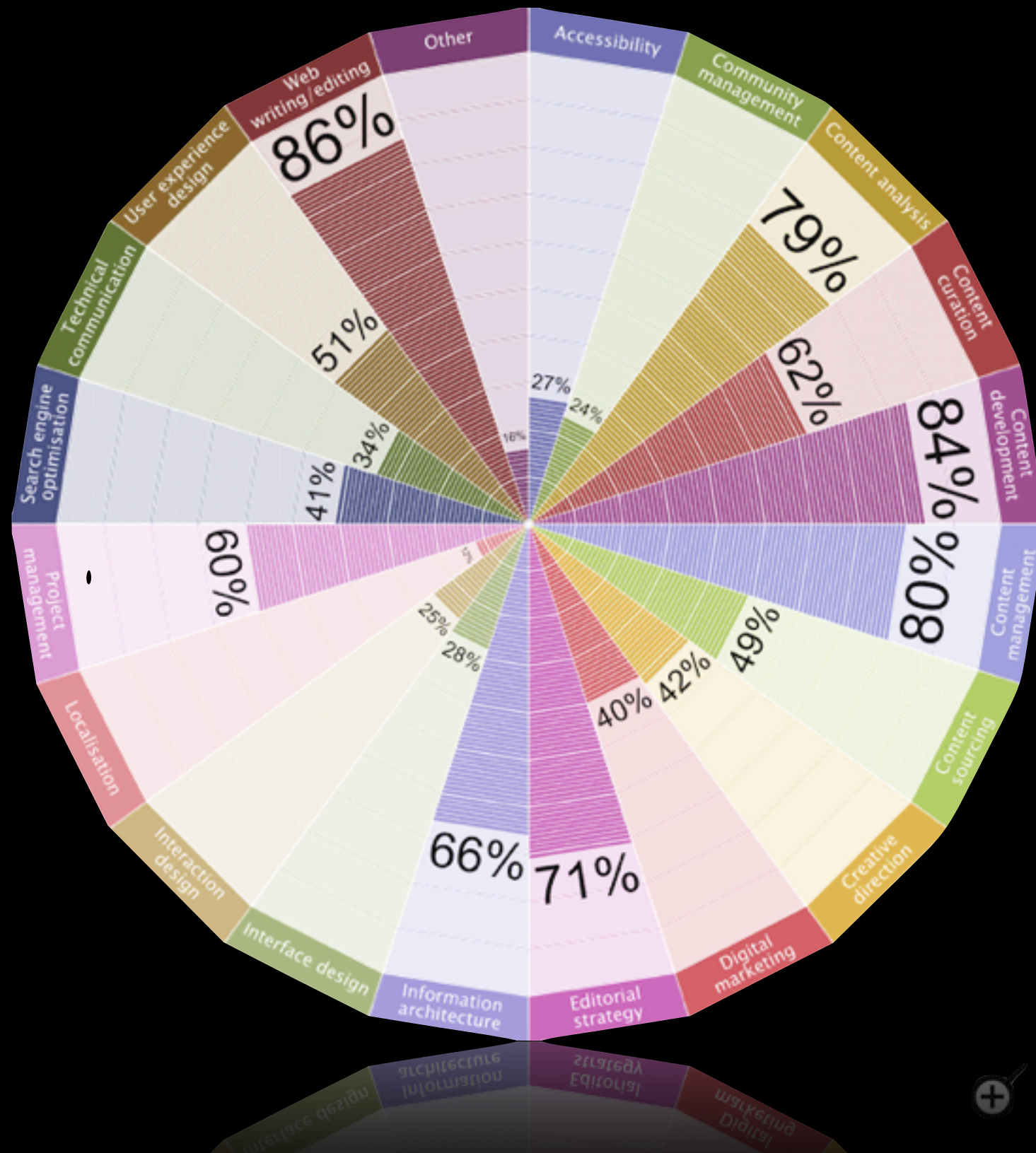
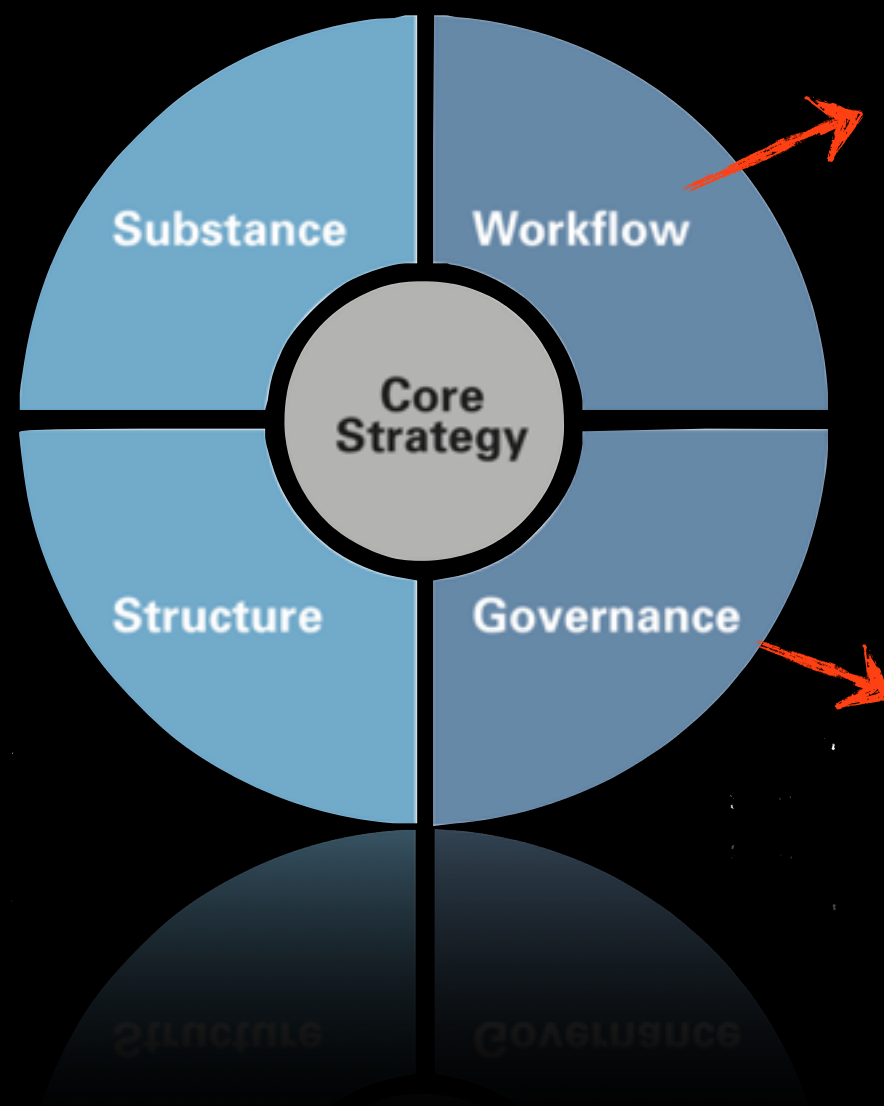


Image:
Richard Ingram

The people side maybe be tricky



From Tech Pubs to something like content strategy

CITRIX® The Citrix Blog

Products

Team Blogs

Authors

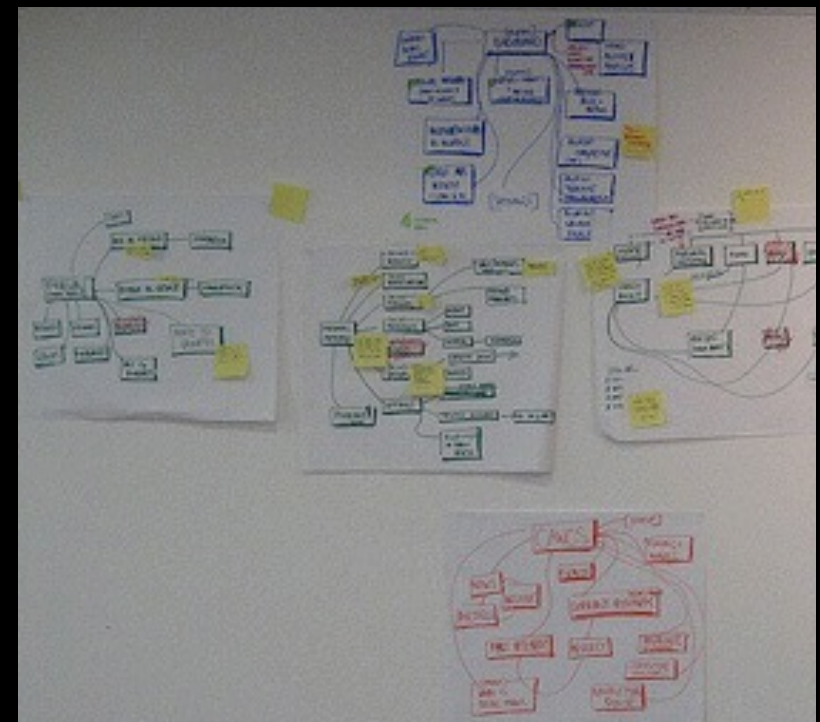
‘Catch, Cook, and Plate’ – How Citrix Information Experience (Ix) is transforming ‘tech pubs’

tech pubs,
information experience (ix) is transforming

Information eXperience

The process of creating the ideal information experience for a user

More than just manuals



Information eXperience

Learn

Try

Buy

Use

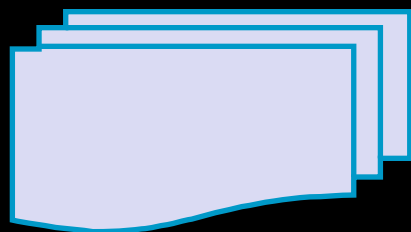
Advocate

5. Hot content strategy topics

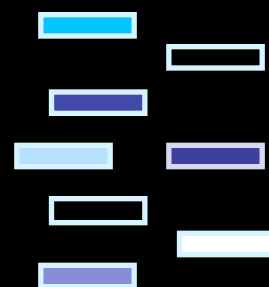
Hot content strategy topics

From BLObs to Chunks

“BLObs”



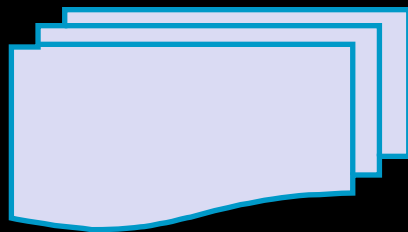
“Chunks”



BLObs to Chunks

“BLObs”

Binary Large Objects

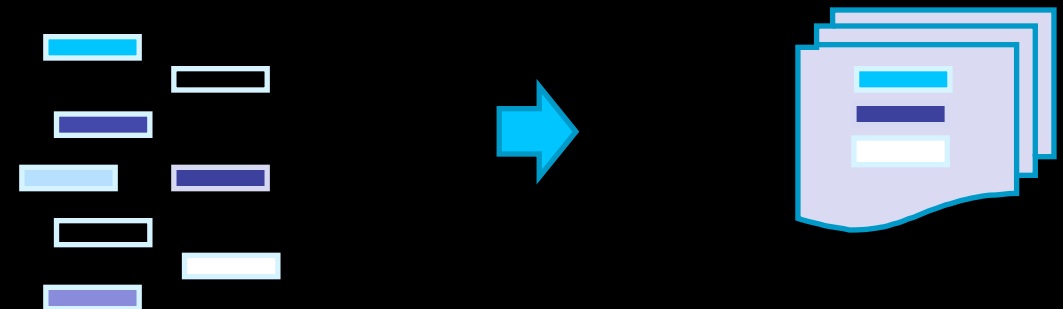


Word files
PDFs

BLObs to Chunks

“Chunks”

Units of information that are combined to create pages



COPE (Create Once, Publish Everywhere)
Liquid storytelling
Single sourcing

Publishing to mobile

Multi-channel publishing



6.How it differs

Different perceptions of content

The text and the presentation format are “baked together”

The content can look different across various mediums (“fried”)

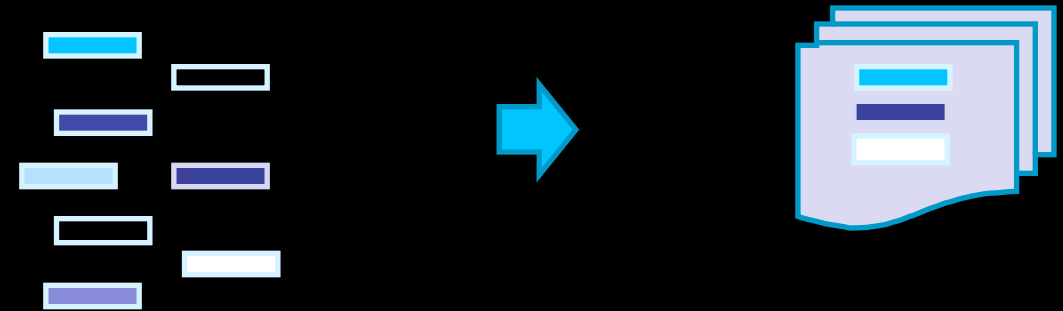


Different perceptions of COPE

COPE (Create Once, Publish Everywhere)
Single sourcing

COPE through
technology

COPE through
authoring



Other differences

More complex content
modelling

Bigger sets of content



Other differences

Greater focus on the value to the business

More managing of people issues

More analytics and measuring



7. How can I move into
content strategy?

How can I move into content strategy?

You may be doing a lot of content strategy already

Call those activities content strategy



Learn

Go to Content Strategy
meetups

Read

Write articles

Present



Be an evangelist

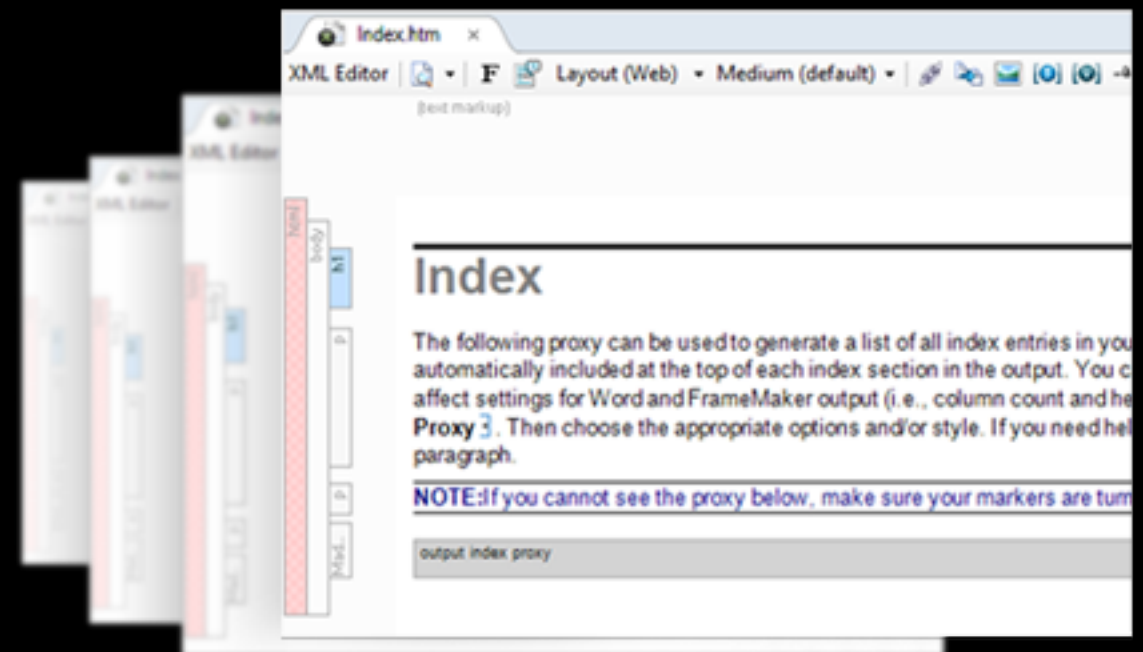
Write a beginner's
guide



8.Flare and content strategy

Hot content strategy topics

From BLOBS to chunks



Hot content strategy topics

Mobile ready content

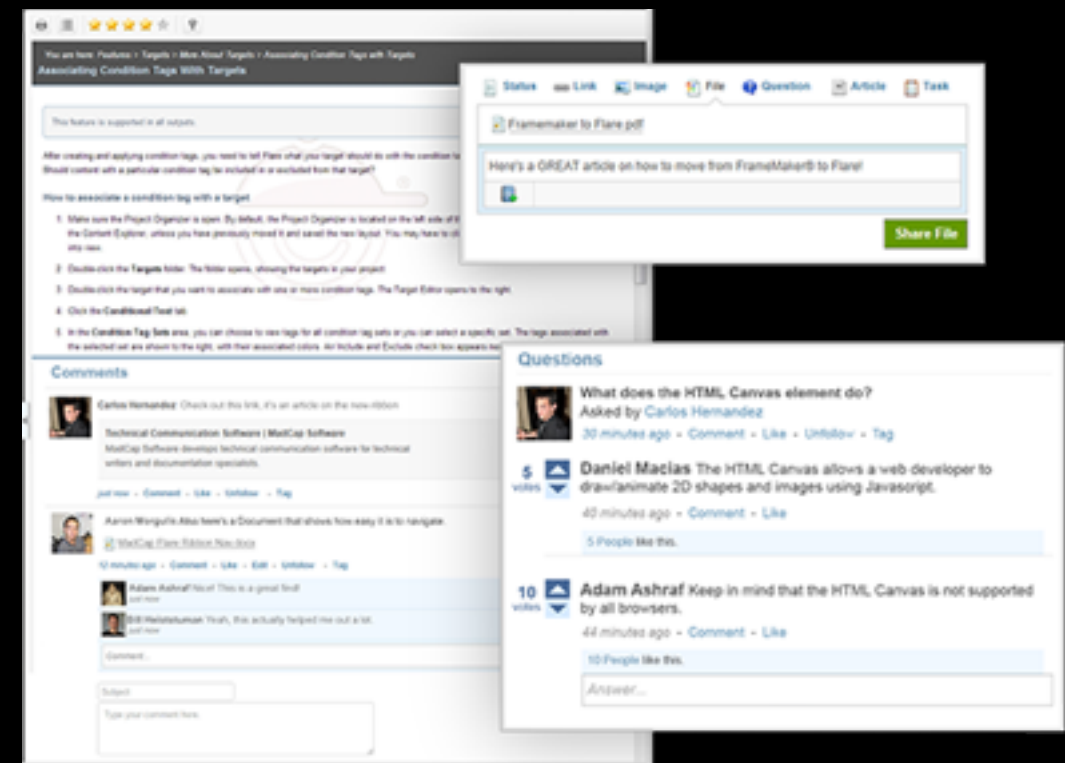
HTML5



Hot content strategy topics

A better customer journey

Integrating forums and
user generated content



There's a lot going for it

Mobile outputs

XML

Multi channel publishing

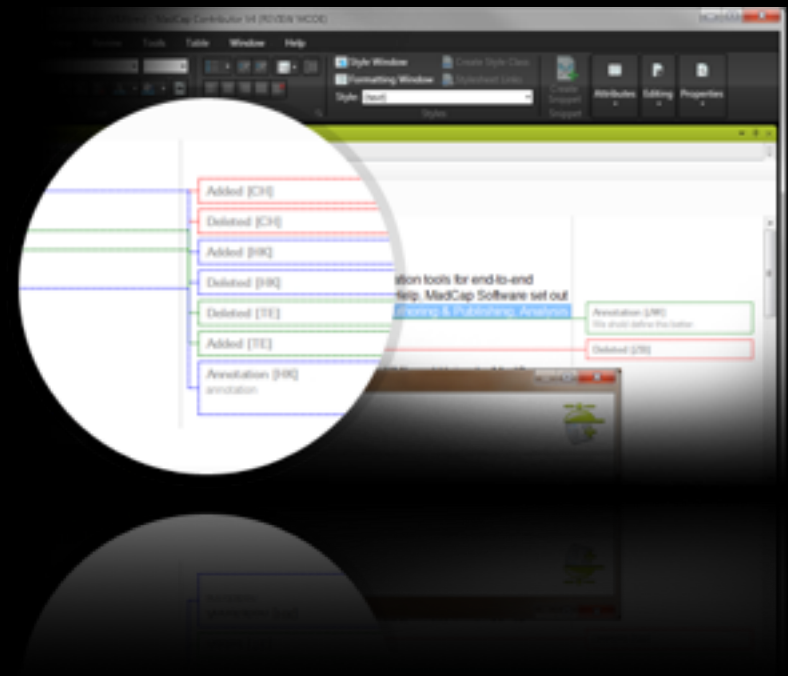
Metadata

Intelligent content



If nothing else

You could use it as a
prototyping and proof of
concept tool



Summary

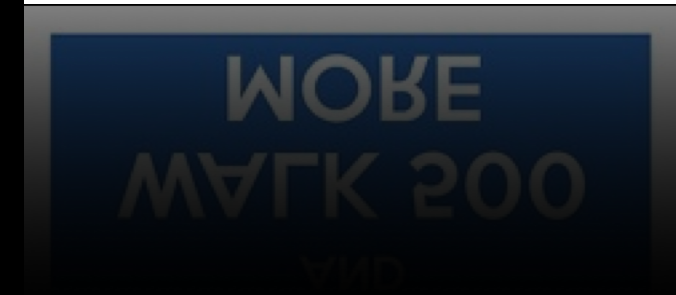
Summary

It's similar

It's more business focused

There's lots of content
analysis

It covers the entire customer
journey

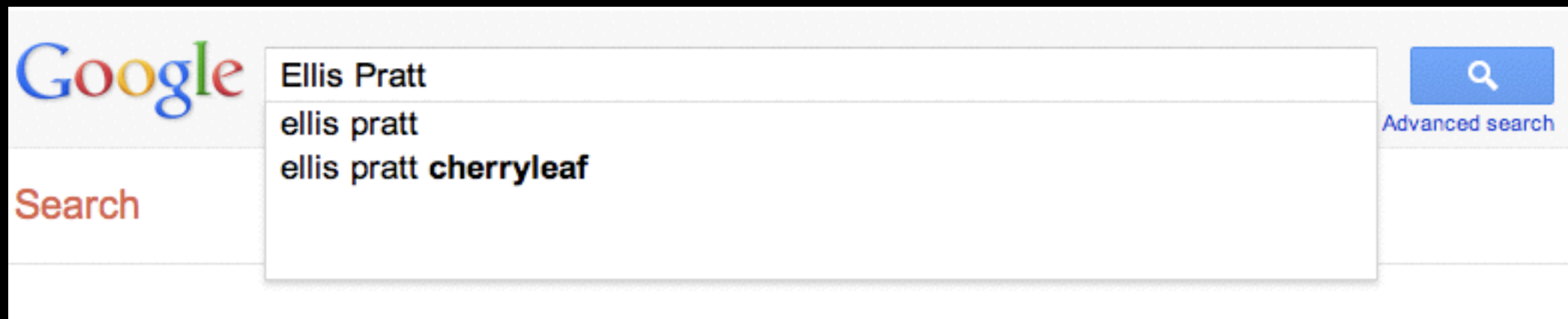


More information

For more information

@ellispratt

ellis@cherryleaf.com



Questions?

End

© Cherryleaf 2014

Images and screenshots © their respective owners

THANK YOU FOR ATTENDING TODAY'S WEBINAR!

As a webinar attendee, receive **\$100 OFF** our new focused training course. Just \$499 per student!

Mastering the MadPak Suite: Learning Contributor, Mimic, Capture and Analyzer

August 25-26, 2014 (web-based)

**Offer valid through August 22, 2014.*

TO RECEIVE YOUR DISCOUNT, CONTACT:

sales@madcapsoftware.com | +1 858.320.0387 opt.1