Engineering Content Marketing Success

Content Marketing Webinar 56
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To be successful these days, forward thinking companies are becoming old-school publishers— gathering ideas, developing stories and publishing content that readers want and need.
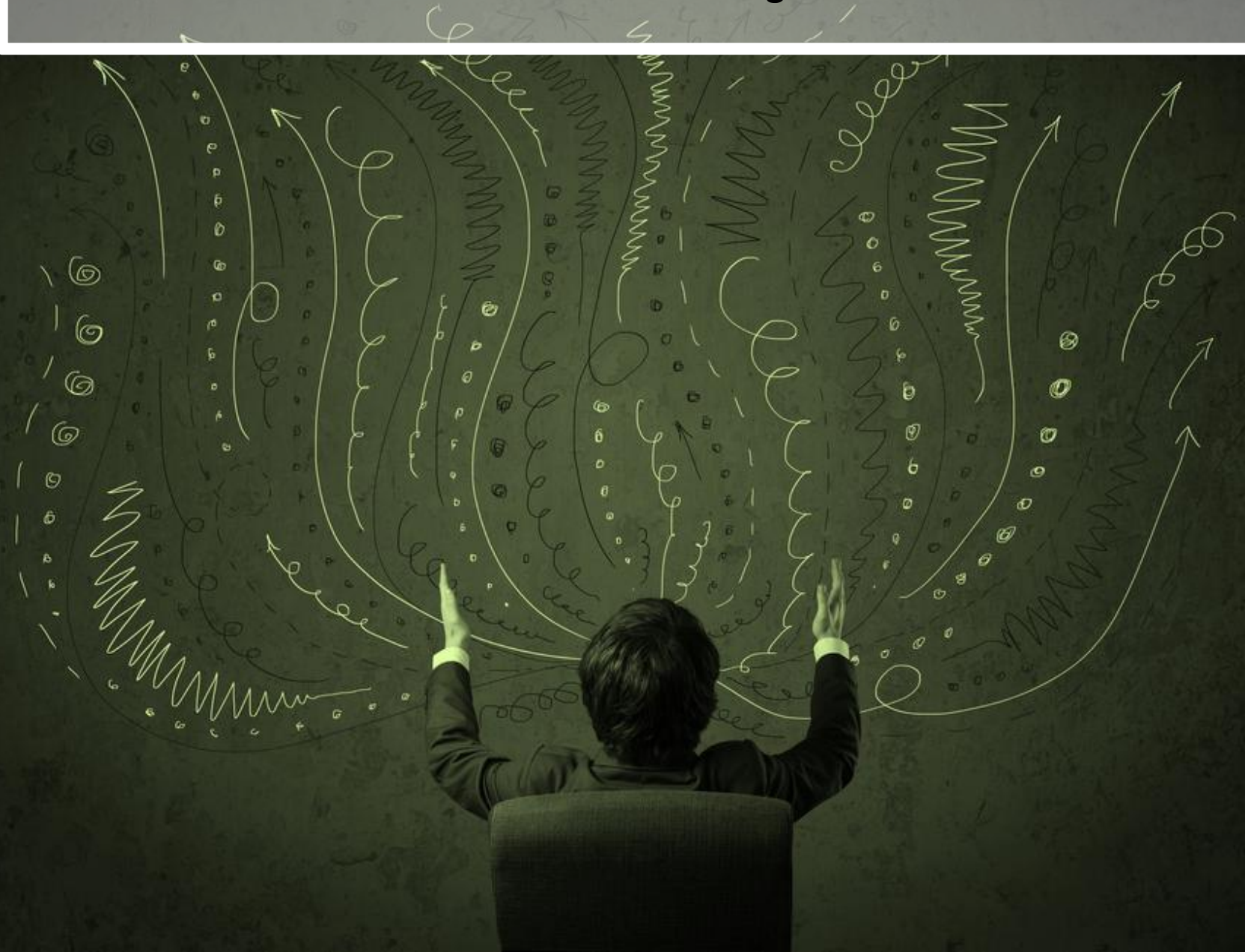
How do we make the transition to "publisher"? What's the content marketing workflow to win? Who are the players? What are the roles? How do we get the ROI we demand from content marketing investment?

As it turns out, content marketing is a complex workflow that involves advanced methodology and robust technology for success.

Content Planning

Content Planning

Methodology
What does a content plan look like? How long will it take to create? What questions will it answer? What channels are my customers in? What can I learn from my competition? How will I track return on content investment? What skills does a Content Strategist have?

Technology
Basecamp
CurationSoft
DivvyHQ
GatherContent
Huddle
Jumpchart
Kapost
Marketing MO
Opal
Ripenn
ScribbleLive
Slickplan
Wrike

Content Creation
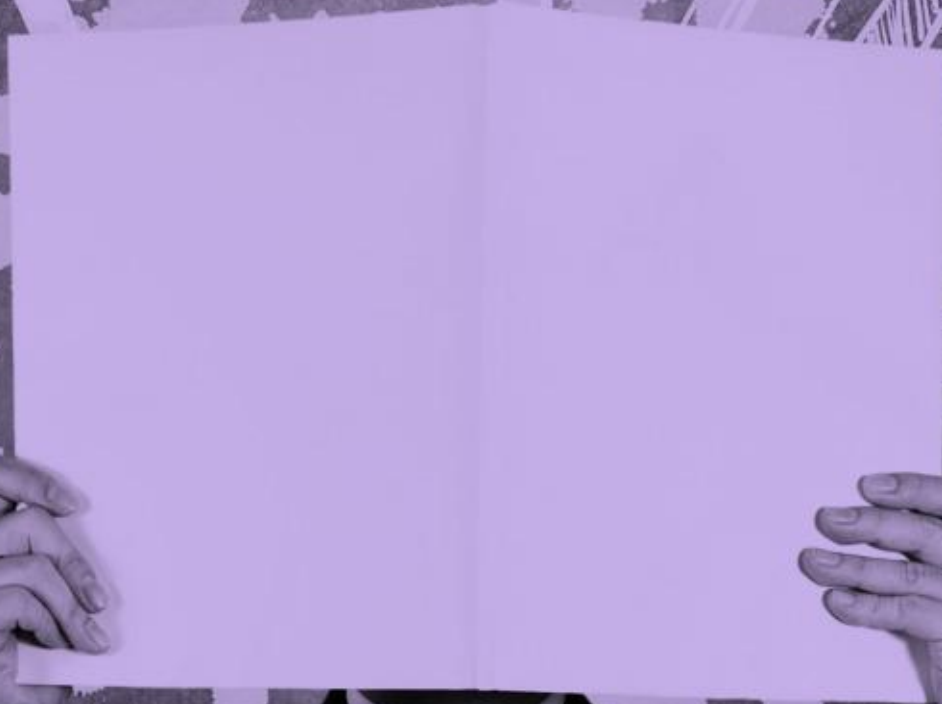
Content Creation

Methodology

What's my tone, style and voice? How do I develop that voice? How do I onboard new writers? Where do I find new writers? What content engages my readers? How do I create content for different channels? What are examples of amazing content?

Technology
Constant Content
Content Launch
Contently
CopyPress
Curata
eCopywriters
Hire Writers
iWriter
Media Shower
Scripted
Textbroker
WriterAccess
Zerys

Content Optimization

Content Optimization

Methodology

What's new with landing page optimization? Is search engine optimization dead? How can I develop a winning A/B test? What are the secrets to optimizing content? What's the latest with off-page and on-page linking? What skills does a Search Optimization Specialist have? What skills does a Pro Web Optimizer have? What's next with Google and optimization?

Technology
Ahrefs
Analytics SEO
AuthorityLabs
GeoRanker
HubSpot
Majestic
Moz
nTopic
Rank Ranger
Raven Tools
Scribe
SEMrush
SpyFu
Wordtracker

Content Distribution

Content Distribution

Methodology
How can I get a 5X multiplier on my blog posts? What are the secret new channels for publishing? What's the "price" and "complexity" of core channels? How do I find channels with my customers and prospects? Any exciting new channels on the horizon? How can I integrate product or service offers? What's the best platform for publishing and hosting? What's the checklist for selecting a platform?

Technology
AddThis
Facebook
LinkedIn
Nativo
nRelate
Outbrain
Pinterest
PR Newswire
PRWeb
SimpleReach
Taboola
Twitter
YouTube
Zemanta

Content Performance

Content Performance

Methodology
What are the Key Performance indicators? What are the $$$$$ tools to measure KPIs? What are the $ tools to measure performance? How do I rally my team around KPIs? How can I tie compensation into performance goals? How long does it take to achieve performance goals? What are the performance gurus' titles, roles and goals?
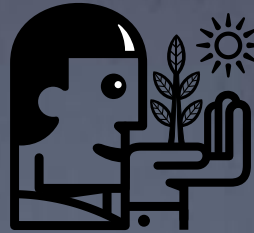
Technology
Adobe Analytics
Buzzsumo
Clicky
Content Insights
Crazy Egg
FoxMetrics
Gauges
Google Analytics
Google Webmaster Tools
KISSmetrics
Optimizely
Piwik
Spyfu
Visual Website Optimizer
Woopra

Content Engineering

Content Engineering

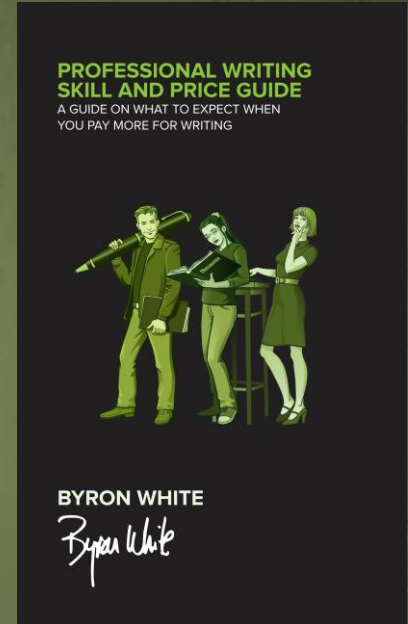Methodology

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Technology

?

Download My Books

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WriterAccess.com/ContentRoadmap

WriterAccess.com/WritingSkillGuide

ENGINEERING CONTENT MARKETING:

Aligning Teams and Process

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Presented By

Cruce Saunders

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TWEET THIS TALK: #ContentEngineering

FOLLOW US ON TWITTER: @SimpleATeam

VISIT: www.simplea.com/Resources/What-is-Content-Engineering

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The Goals:

- Understand how to align process and teams for content marketing.

- Discover how engineering great content experiences puts the customer first.

- Understand how organizations can integrate content engineering.

- Demonstrate the business value of content engineering as part of the content marketing process.

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What is Customer Experience Management

Beyond a content management system, CEM connects customers with content experiences via multiple channels.

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Orchestrating Multi-Channel Content Marketing

Customer experience focuses the operations and processes of a business around the needs of the individual customer.

Content Marketers, Content Strategists and **Content Engineers** find themselves at the forefront of the customer experience revolution.

Content Engineering = Construct and Context

- What will users see?
- How will users interact with the site?
- How can this content be shared, related, repurposed?
- Where does this content belong?

WHAT IS
CONTENT ENGINEERING?

The content engineer bridges the integration gap between content strategy, the CMS, and customer experience technologies.

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Content Marketing process breaks too often.

It's not 2005,
but you wouldn't know it by how we
manage digital projects.

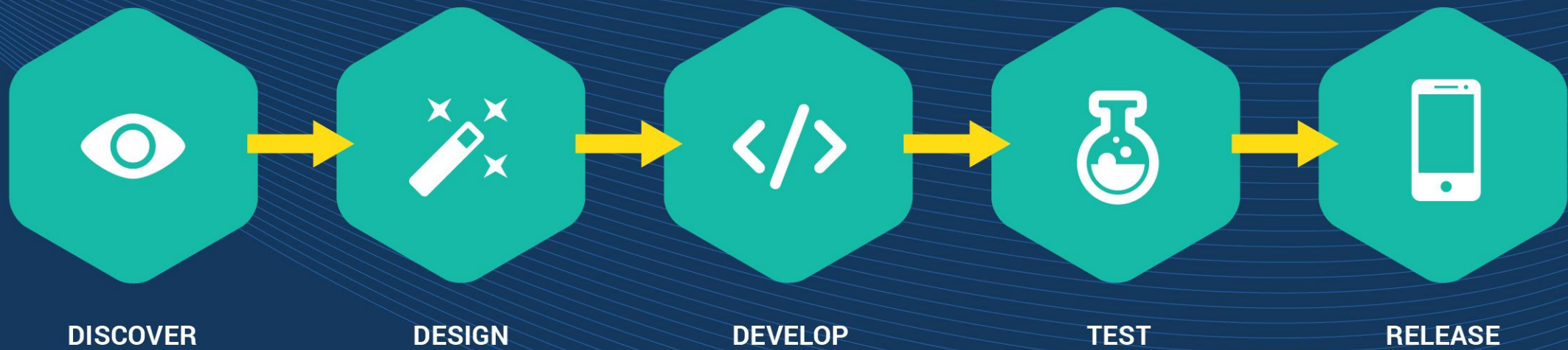# The Tragic Story of DigitalBridge and DynoCorp

A Project Gone Wrong

FAIRLY NORMAL PROJECT TEAM

CONTENT STRATEGIST • DESIGNER • DEVELOPERS

FAIRLY NORMAL PROCESS

DISCOVER → **DESIGN** → **DEVELOP** → **TEST** → **RELEASE**

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INTENTION

PERSONALIZATION

C.O.P.E.

CONTENT REUSE

MARKETING AUTOMATION

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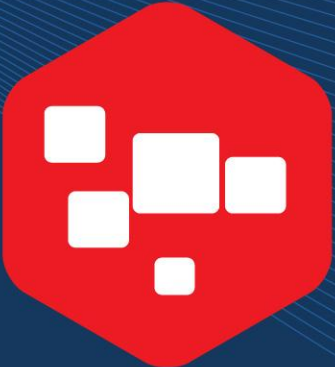
ACTUAL RESULTS:

RESULTING IN:

WYSIWYG UNSTRUCTURED CONTENT BLOCKS

NO WAY TO RELATE CONTENT

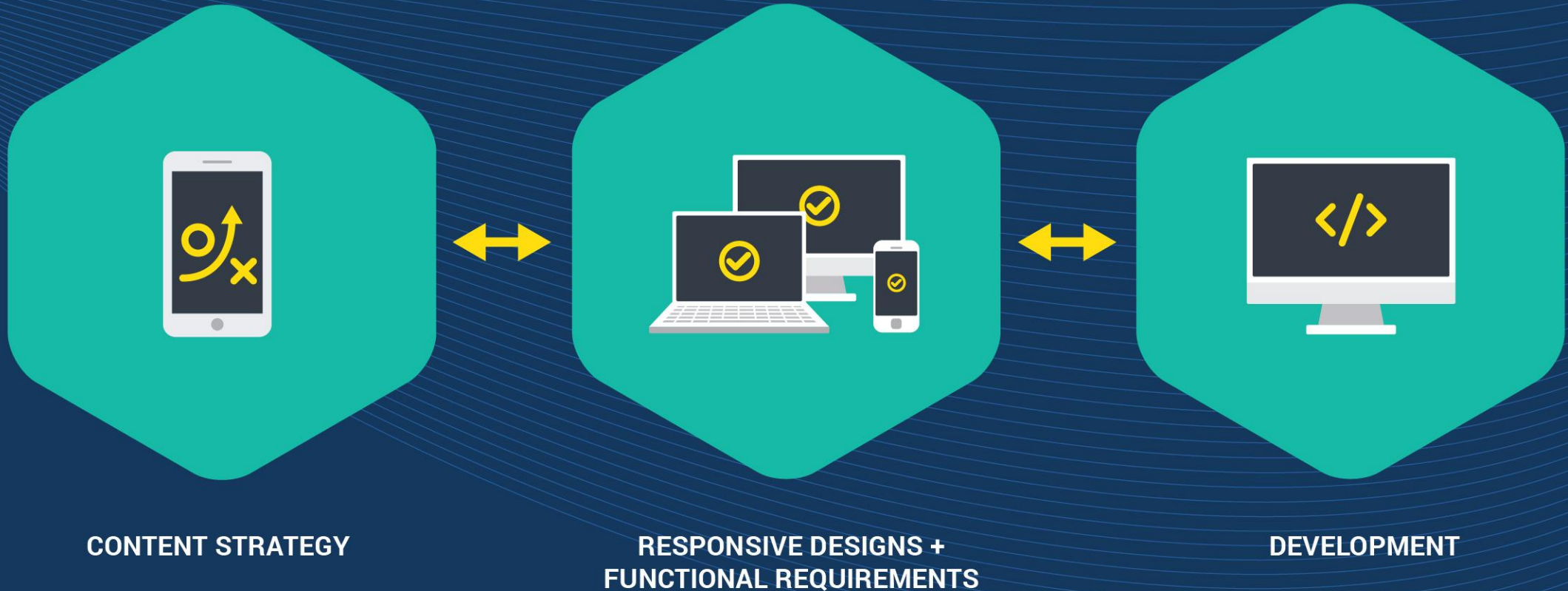**IGNORED PERSONALIZATION REQUIREMENTS**

POOR AUTHOR EXPERIENCE

MUCH REWORK

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DISJOINTED OUTCOME

COPE IS WHAT THEY DID,
NOT HOW THEIR CMS WORKED

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THE PROMISE OF CONTENT ENGINEERING

CONTENT STRATEGY

**RESPONSIVE DESIGNS +
FUNCTIONAL REQUIREMENTS**

DEVELOPMENT

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Customer Experience Management needs, both, Content Strategy and Content Engineering

CONTENT STRATEGY + CONTENT ENGINEERING

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[A] sees an optimistic future:

Content Engineers will become a mainstream imperative for any content technology business unit.

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CONTENT ENGINEERS MAP CONTENT MARKETING

CONTENT MODEL

| PRODUCT | ← | EVENT | ← | PRESS RELEASE |

| NEWSLETTER | ← | ARTICLE | ↔ | PROMO |

CONTENT TYPES

PROMO

ARTICLE

Phase
1

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CONTENT ENGINEERS FACILITATE THE CONTENT

CONTENT MODEL

CONTENT PROCESSING

DATE & TIME

SPECIAL OFFER

ADDRESS

ILLUSTRATION

GRAPHIC

RESEARCH

CHARTS

STATISTICS

CONTENT DELIVERY TECHNOLOGY

MARKETING AUTOMATION

ANALYTICS

Phase

2

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CONTENT ADAPTS AND IS DEPLOYED ACROSS DEVICES

DEPLOYMENT

Phase 3

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The Promise of CEM

When organizations put together content strategy, CEM platform capabilities, and the know-how to engineer content to enable personalized customer experiences, the promise of CEM begins to manifest.

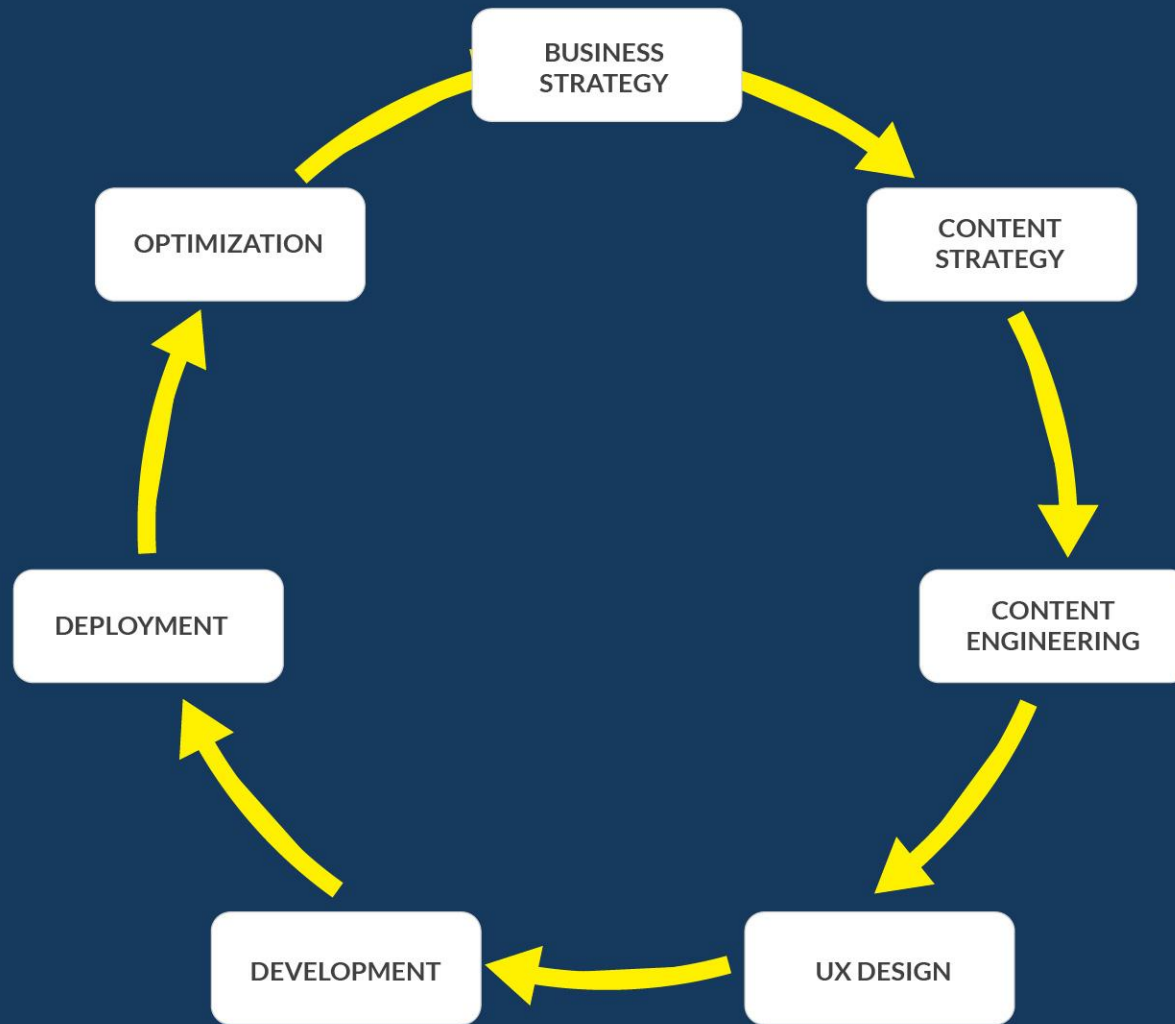SIMPLE [A]

A Content Engineer's brain is a terrible thing to waste.

CONTENT ENGINEERS FACILITATE CONTENT STRATEGY AND THE TECHNOLOGY SUPPORTING IT
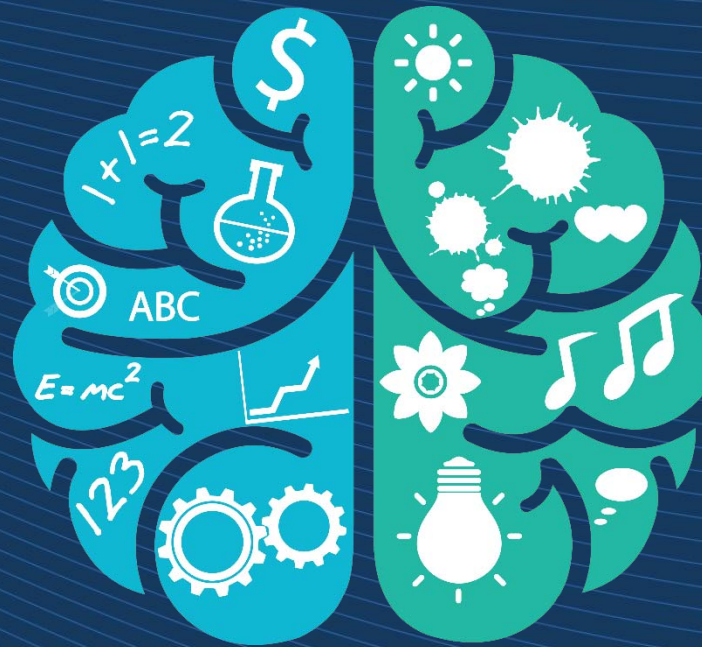
CONTENT ENGINEERS ARE BOTH TECHNOLOGISTS AND WORD PEOPLE

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Traditional Process

1. ORIENTATION
2. RESEARCH & DISCOVERY
3. STRATEGY
4. INFORMATION ARCHITECTURE
5. CONTENT STRATEGY
6. TECH SPECIFICATIONS

+CEM and Content Engineering

1. ORIENTATION
2. RESEARCH & DISCOVERY
3. STRATEGY + PERSONALIZATION
4. INFORMATION ARCHITECTURE
5. CONTENT STRATEGY + CONTENT ENGINEERING
6. TECH SPECIFICATIONS

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7 WIREFRAMING

8 DESIGN

9 DEVELOPMENT

10 QUALITY ASSURANCE & TESTING

11 RELEASE

7 WIREFRAMING

8 ⊕ PROTOTYPES & VARIATIONS

9 DESIGN

10 DEVELOPMENT

11 QUALITY ASSURANCE & TESTING

12 RELEASE

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Is a Content Engineer critical for Success?

- **Yes** – Success equals content strategy, content technology, and the know-how to engineer content to enable personalized customer experiences.

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What Makes a Great Content Engineer?

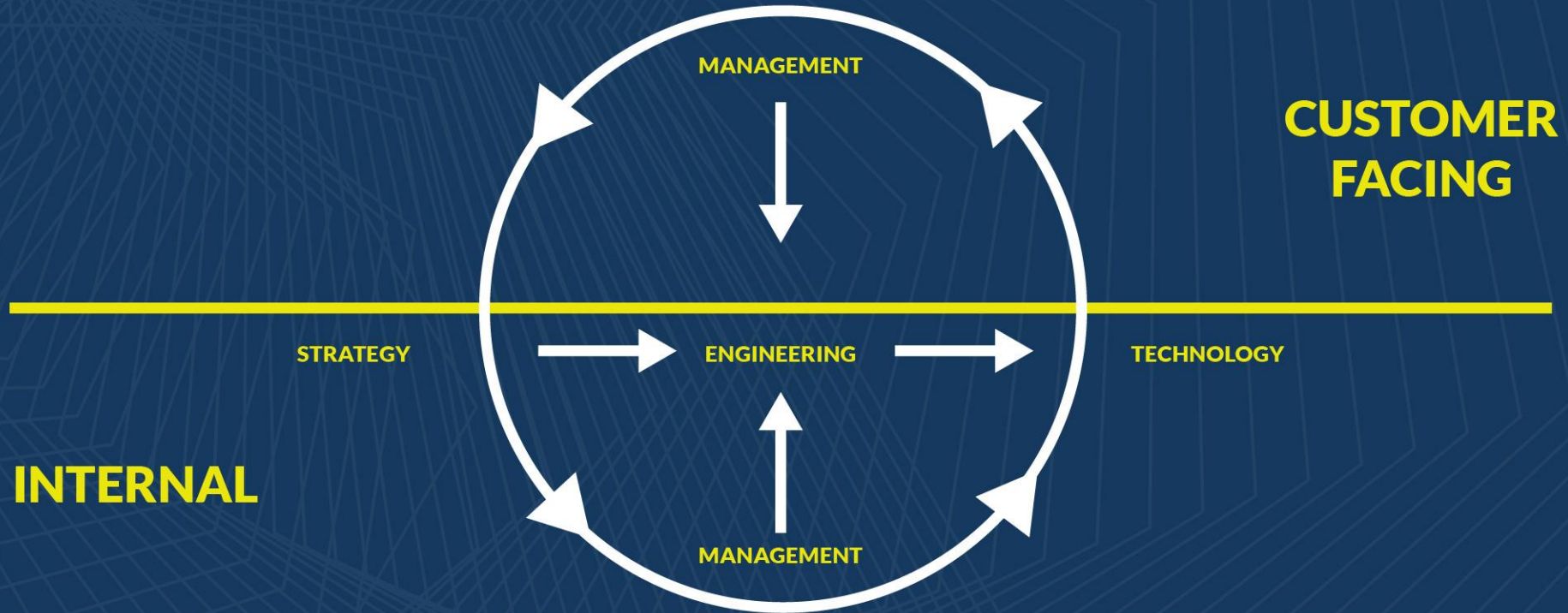- The knowledge to structure content assets so they can be orchestrated for reuse across multiple media.

Your Team

Your Audience

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What Makes a Great Content Engineer for CEM

PLAN > PREPARE > DELIVER

MANAGEMENT

CUSTOMER FACING

STRATEGY

ENGINEERING

TECHNOLOGY

INTERNAL

MANAGEMENT

Content Engineering Outcomes

**IMPROVED
AUTHOR EXPERIENCE
(AX) DESIGN**

**BUILT LONG-TERM
CONTENT REUSE
AND PERSONALIZATION
STRUCTURE**

**IMPROVED
COMMUNICATION**

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# How to Incorporate a Content Engineering Practice

CEM desperately needs content engineering.

1. Highlight the role and lead the discussion.

2. Introduce the concepts and collect perspectives from marketing, IT, C-suite executives, and partners, all of which can feed into a feasibility review.

3. Examine how you can help streamline your CEM projects with a content engineering function?

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Discussion and Q&A

Freebie: Get a first look at [A]'s new eBook *Content Engineering*.

Email Cruce at c@simplea.com , subject "CE eBook".

THE SIMPLE [A] TEAM PRESENTS

CONTENT ENGINEERING

FOR A MULTI-CHANNEL WORLD

By
Cruce Saunders

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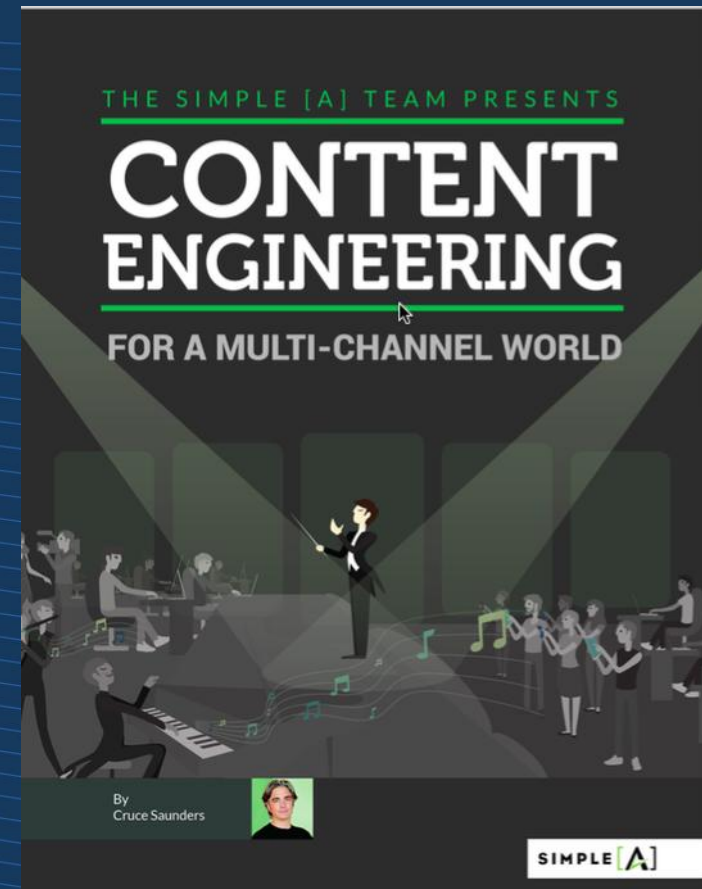
Challenge

- How can you help streamline your Customer Experience Management projects with a Content Engineering function?

- What can you do to help introduce and highlight the value of the Content Engineer in your organization?

- Start by using #contentengineering in related online conversations.

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