



# Content Tactics: Putting Your Strategy Into Action

Pamela Kostur  
Parallax Communications

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# Critiquing content

- ~ I spend a lot of time looking at content
  - ~ I do it for work
  - ~ And, because I can't help it
- ~ It's not hard to find **confusing content**, or content that's **just weird**



## SUBSCRIPTION

[Learn More](#)

Service Name	Plan Type	Last Updated	Total Cost		
MeetMeNow	Internal User	Jan 20, 2009	\$0.0	<input type="button" value="Change Plan"/>	<input type="button" value="Cancel Service"/>

If you need assistance or have questions, please visit [MeetMeNow Customer Support](#)

**Clicking  
here, takes  
me here!**

The page at https://meetmenow.webex.com says:



Please contact Customer Support

OK



## Ingredients

### Dark Chocolate and Salted Caramel Ganache

- 1 cup sugar (250 ml)
- 2 tablespoons water (30 ml)
- 1/2 cup butter (125 ml)
- 1 cup 35 % cream (250 ml)
- 1 cup good quality dark chocolate, chopped (250 ml)

**Where's  
the salt?**

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## Directions

### Dark Chocolate and Salted Caramel Ganache

1. In a saucepan, melt the sugar with the water on low heat until it becomes a caramel color liquid, approximately 6 to 8 minutes. Add the butter and stir until it's all incorporated. Add the cream and stir until it becomes a thick and rich caramel. Add the chocolate and stir until it's melted and incorporated in the caramel. Remove from heat. Let cool and reserve in an airtight container.



## How to use Three-Way Calling on my Bell Home phone

[Contact us](#)

### What is Three-Way Calling?

Three-Way Calling lets you talk with two people in two different locations, at the same time, or talk privately with one party while the other holds. Three-Way Calling is available on a pay-per-use basis (charges apply).

### Using Three-Way Calling

1. Put the first person on hold by pressing the Link or Flash button (check your phone manual if not labelled on your dial pad). Press \*71 or dial 1171. Listen for three short beeps followed by regular dial tone.
2. Dial the number of the second person. When they answer, press the Link/Flash button again to connect all three parties. (You may need to press the button on the receiver, depending on what type of phone you have.)
3. If the number of the third party is busy or does not answer, or if you dial the wrong number, press the Link or Flash button twice to return to the original call.

Potential  
to reuse  
content

PDF available on website

## Three-Way Calling

Talk to two people in two different locations at the same time.

**Three-Way Calling service** lets you arrange special events, chat with friends or family. Talk with two people in two different locations, across town or across the country; at the same time or consult privately with one party while the other holds.

### How to use **Three-Way Calling<sup>SM</sup>** service:

- While on a call (or after placing the first call) put the party on hold briefly by pressing the **Link** or **Flash** button. Listen for three short beeps followed by regular dial tone. Press \*71.
- Dial the number of the second party you wish to call. When the third person answers you can either briefly press the **Link** or **Flash** button to connect all three parties immediately or consult privately and press the **Link** or **Flash** button when finished to return to the original call.
- If the number of the third party is busy or does not answer, or if you dial the wrong number, press the **Link** or **Flash** button twice to return to the original call.

### Hints & Tips

- Either of the called parties can hang up at any time without interrupting the call. The party establishing the three-way call cannot hang up without terminating the call.
- **Visual Call Waiting** and **Call Waiting** services will not work when you establish a **Three-Way Calling** call. The caller will hear a busy signal or be routed to **Call Answer** service if the called party subscribes to **Call Answer** service.
- **Three-Way Calling** calls made to long distance numbers are also subject to applicable long distance charges.
- When **Three-Way Calling** service is used on a Pay-Per-Use basis, charges apply when calls are answered in person or by answering devices (95¢ per use up to a monthly maximum of \$8.00).

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Content first.



Add content

What does this company actually do?

**News highlights**

Canada World Money Entertainment

**Right-of-centre political party in Quebec wants more powers from Ottawa**

MONTREAL - A new right-of-centre party in Quebec is asking Ottawa for more powers over the French language and immigration. Francois Legault, leader of the Coalition for Quebec's Future, said the party would seek a constitutional amendment to prevent Quebecers from ... at 16:10 on April 16, 2012, EDT. [Quick read ▶](#)

- ▶ Maritime helicopters a cautionary tale for taxpayers on F-35: expert
- ▶ Chretien says Liberal-NDP merger would stabilize Canadian politics
- ▶ Groggy Air Canada pilot, unbuckled seatbelts caused injuries in jet dive: report
- ▶ Oxy addict on reserve still craves drug after losing his children
- ▶ Aunt of Pickton victim tells yet another story of delays, neglect from police

[More Canada](#)

On my TELUS mobile

**Weather**

The Weather Network

Full Forecast Hourly Forecast 14 Day Trend Warn Radar Last 2

**Vancouver, BC**

13°C Partly cloudy

High: 11°C Low: 8°C Humidity: 72 Wind: S 15km/h

Ski Report Snow Report

	Tues	Wed	Thurs	Fri	Sat
High	10°C	10°C	12°C	12°C	14°C
Low	6°C	7°C	6°C	8°C	6°C
POP	30%	70%	20%	80%	20%

On my TELUS mobile

Learn about TELUS mobile messaging

Sign up for OptiK™ TV and Internet and get a free HP laptop.

[Learn more](#)

1 2 3 4 5

**In my neighbourhood**

The Sun The Province Georgia Straight

**THE VANCOUVER SUN**

**Watch yourself cross the Sun Run finish line**

The Vancouver Sun teamed up with Immersive Media to provide streaming 360 degree video of runners as they crossed the finish line. [More](#)

**More stories:**

- ▶ Wild, crazy Sun Run costumes
- ▶ Salmon virus hits Canadian supermarkets

**Quick tips**

- ▶ What can I customize on myTELUS.com?
- ▶ How do I add content to the homepage?
- ▶ How do I add a personal page?
- ▶ How do I move content around on the homepage?
- ▶ Frequently asked questions

**TELUS products & services**

Overview TV Internet Telephone Mobility

Your account: [telus.com](#) | [telusmobility.com](#)

Help: Internet | Telephone | TV | Mobility

**Home products**

- ▶ OptiK TV
- ▶ Mobility
- ▶ Home Phone
- ▶ High speed internet
- ▶ Bundles

**Business solutions**

- ▶ [telus.com/business](#)
- ▶ Mobility
- ▶ [telustalksbusiness.com](#)
- ▶ Small business
- ▶ Built for Business

Your account: [telus.com](#) | [telusmobility.com](#)

- ▶ Internet help
- ▶ Telephone help
- ▶ TV help
- ▶ Mobility help

Living outside Alberta or BC?

**YouTube**

Recently Featured or search



# Can you distinguish among these business solution categories?

## Business solutions

- ▶ [telus.com/business](http://telus.com/business)
- ▶ Mobility
- ▶ [telustalksbusiness.com](http://telustalksbusiness.com)
- ▶ Small business
- ▶ Built for Business



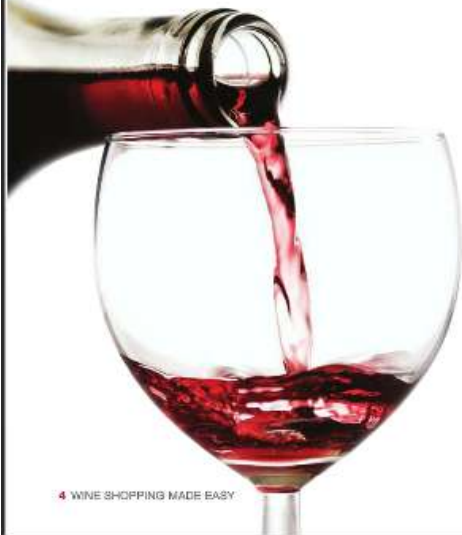


# This is **really** good!

## BE SHELF CONFIDENT

We've added more product information to our shelf tickets to make it easier for you to find a wine you like.

Read on to discover the 5 Ways to Shop...



VIOGNIER

AROMATIC & FLAVOURFUL

FRANCE  
PHILIPPE DE ROTHSCHILD VIOGNIER  
750 ML Bottle (XD - 4g/L)

\$10.75 + 20¢ Deposit =  
**\$10.95**  
  
619221

**NEW!**

For easy reference, we've included the varietal or region right on the shelf ticket.

Read more on page 24.

**NEW!**

All LOBO wines are now labelled by wine style. Use the shelf ticket to help you browse.

Turn to page 10 to find your style.

**NEW!**

Now there are five sweetness descriptors to indicate how dry or sweet a wine will taste.

Read more on page 29.

**NEW!**

With the LOBO On the Go mobile app, available for iPhone, you can scan these barcodes for tasting notes and food-pairing suggestions, where available.

Read about food matching on page 28.

4 WINE SHOPPING MADE EASY

iPhone is a trademark of Apple Inc.

WINE SHOPPING MADE EASY 6





Good content doesn't  
**just happen.**  
You need to **plan** for it.



# Your plan must consider...

- ~ What **content**?
- ~ For which initiatives and projects?
- ~ For whom?
- ~ What do you want them to know/do?
- ~ How can the content **help** the **users**, and your **organization**?



# Document your plan

- ~ Include answers to your questions
- ~ Summarize audiences and objectives
- ~ Outline what content goes where
- ~ State exactly **what** you will need **from whom**, and **when**
  - ~ Resources
  - ~ Time
- ~ Provide timelines for **what you need** and for **what you'll deliver**
- ~ Write it in terms everybody understands



# From plan...


**Note:** The content plan focuses on what content belongs where, but does not list all the navigational elements, or describe how the pages will “behave,” e.g., where all the links reside and how they work. These elements will be outlined in the site map and wire frame.



Section	Type of content	Rationale
<b>Home page</b>	<ul style="list-style-type: none"><li>• Rotating innovation messages (similar to the US site)</li><li>• <a href="#">Feature stories</a>, changed monthly/weekly (could link to stories in PetFirst, e.g., read more about [item] in this month's PetFirst)</li><li>• Interactive forms:<ul style="list-style-type: none"><li>○ retailer search</li><li>○ breeder search</li><li>○ PetFirst subscription</li></ul></li><li>• Logins for:<ul style="list-style-type: none"><li>○ Vets</li><li>○ Breeders</li></ul></li><li>• Navigation to all areas of the site, including the ability to go right to the dog or cat section</li></ul>	<ul style="list-style-type: none"><li>• Supports all users</li><li>• Accommodates breeders and vets who want to go right to log in</li><li>• Accommodates retail consumers whose sole purpose in visiting is to find a retailer</li><li>• Encourages a dialog with Royal Canin</li><li>• Doesn't come across as “corporate”; focuses on consumer first instead of company first (as opposed to web sites that feature the corporation upfront)</li></ul>



# To product...

Nutrition 101 | Resource Library | About Us | Careers | Contact Us | Français |  Royal Canin Worldwide <


# ROYAL CANIN

HOME > Kittens and Cats | Puppies and Dogs | Pet Store Exclusive Nutrition | Veterinary Exclusive Nutrition | Breeders

< || >

## NEW PUPPY or KITTEN?

## Start Healthy. Stay Healthy.



Precise Health Nutrition for Puppies and Kittens

[more info >>](#)


### Kittens and Cats

We know cats. Let us share our cat knowledge with you.  
[Learn More](#)

### Puppies and Dogs


We know dogs. Let us share our dog knowledge with you.  
[Learn More](#)


### Pet Store Exclusive Nutrition >>



### Veterinary Exclusive Nutrition >>


Get the facts about our veterinary exclusive nutrition.



It's all about your pets >>   
Join us on Facebook.

#### Pet Store Locator

Find a pet store in your neighborhood.

Postal Code  

(e.g. A1A1A1, no spaces)

#### Join the Elite Breeders Club >>

Membership has its privileges for Royal Canin Elite Breeder partners.

#### Veterinary Team Sign In

Username:

Password:  [SIGN IN](#)

[Forgot your password?](#) | [Register Now!](#)

Home | Kittens and Cats | Puppies and Dogs | Pet Store Exclusive Nutrition | Veterinary Exclusive Nutrition | Breeders | Frequently Asked Questions

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# Writing guidelines critical

- ~ Don't forget about specifying how the content should be structured and written
- ~ Writing guidelines spell out how to write a piece of content
- ~ Writing guidelines help to make content usable and reusable



## Content Type: Testimonial

Testimonials are quotes from customers who have good things to say about the product and how it has helped their pet. Their purpose is to show potential customers what existing customers have to say about a product, and to reinforce Royal Canin's innovative approach. They are informal and friendly in tone.

### Sections

Testimonials contain the following sections. Items in red mandatory.

- **Title:** The title of a testimonial is a quote that sums up the content of the testimonial. It is positive and exclamatory. The title is selected from the testimonial content.
- **Quote:** Brief statement (about 50 to 100 words) that illustrates the benefit of the product to the pet it was purchased for.
- **Image:** A photo/graphic related to the testimonial. It must be in keeping with Royal Canin's policy of non anthropomorphic images.
- **Name:** The name (first name) and location (city, province) of the person who submitted the testimonial.
- **Date:** The date the article is published/posted to the web. (Not for printed version, but required as metadata.)
- **Expiry date:** The date the article should be archived/refreshed. (Not for printed version, but required as metadata.)



## Content Type: FAQ

FAQs are used to answer frequently asked/anticipated questions, grouped into categories. FAQs are intended to help customers get quick answers to questions that other customers have already asked, the assumption being that if several customers ask the same/similar questions, other customers will also want to know. Answers to FAQs are generally short (three to five lines) and can also include links to additional resources/information.

Information contained in a FAQ should also reside elsewhere on the site. Users may not go to the FAQ and if the information is only in the FAQ, users could miss valuable information.

### Sections

The FAQ content type contains the following sections. Items in red are mandatory:

- **Title:** The FAQ category (e.g., Ingredients, Feeding Guidelines )
- **Question:** The question (e.g., Why is my cat gaining weight eating the amount indicated in the feeding guidelines?)
- **Answer:** The answer to the question and may include links to related resources information. The answer must also appear elsewhere on the site. The related content on the site could be tagged (using metadata) for inclusion in the FAQ so the same content is pulled into the answer, eliminating the need to rewrite it, or copy and paste it.
- **Image:** This is a graphic related to the question/answer. Can appear wherever required in the FAQ structure.
- **Learn more:** Link to ask a further question if this didn't answer your question.
- **Link list:** May include links to related resources/information in addition to the links that may be included in the answer.
- **Date:** The date the item is published/posted to the web. (Not for printed version, but required as metadata.)
- **Expiry date:** The date the item should be archived/refreshed. (Not for printed version, but required as metadata.)



# Implement your plan

- ~ It can be as simple as a kick-off meeting or phone call
- ~ Everybody has to know what they're responsible for, and when
- ~ You need to practice **persuasion**



Persuasion is all about  
**relationships**





# Sell your plan

- ~ Create a **connection**
- ~ Be authentic
- ~ Be honest
- ~ Be reciprocal

**Excellent book.** I highly recommend it!

Dickinson, Arlene. *Persuasion*. HarperCollins, 2011.



# Content initiatives must be...

- ~ Understandable and relevant to business executives
- ~ Connected to **business outcomes**
  - ~ Introduction of new products and services
  - ~ Improved customer loyalty and satisfaction
  - ~ Increased gross margins
  - ~ Increased market share



Demonstrate how  
**content initiatives**  
contribute favorably to  
these outcomes



**Timing** is everything!



# What's going on in your organization?

- ~ Are they downsizing?
- ~ Launching new products?
- ~ Going through a financial crisis?

Lots to **consider**. Do your **research**.





# Consider your organization's maturity\*

- ~ Winging it
- ~ Figuring it out
- ~ Competent
- ~ Disciplined
- ~ Fully aligned

\*Based on JoAnn Hackos' **excellent** work on the **process maturity model**. Check it out here: The Center for Information-Development Management, *Best Practices*, Volume 6, Number 4, August 2004, [www.infomanagementcenter.com/pdfs/Hackos\\_IPMM\\_04\\_update.pdf](http://www.infomanagementcenter.com/pdfs/Hackos_IPMM_04_update.pdf)



# If you're winging it...

- ~ Authoring is “**on the fly**”
- ~ Quality of writing varies
- ~ No editorial standards or peer reviews
- ~ Technology selected **without a content plan**
- ~ Very little collaboration



# If you're figuring it out...

- ~ **Simple** content structures, but not enforced
- ~ Some content reuse, but not managed
- ~ Some **collaboration**, but not formal
- ~ Some resistance to change
- ~ Some quality assurance, but **not standardized**



# If you're competent...

- ~ Document structures implemented
- ~ Writing guidelines in place
- ~ Management **advocates quality** content
- ~ **Content reuse** in place, and **managed**
- ~ Planning and quality assurance are part of every project, from inception to delivery
- ~ **Metrics** become part of your vocabulary



# If you're disciplined...

- ~ Document **structures enforced**
- ~ Content reuse goes beyond writing group
- ~ Technology is **leveraged** to support ongoing developments with content
- ~ Management is **fully supportive** of the group and aware of the **value** they provide
- ~ The **group** works together **cohesively**





# If you're fully aligned...

- ~ **Content** is fully **aligned** with the business needs and users' requirements
- ~ Content strategy is **documented** and revisited iteratively
- ~ Content is valued throughout the company
- ~ Content **reflects positively** on all aspects of the business
- ~ Members of the writing team are active advocates of quality



How do you **know** you're  
**successful?**



There is **no foolproof way**  
to measure content  
effectiveness



# Here are some tips

- ~ Don't worry about exact numbers
- ~ Know **what** you want **to measure**
- ~ Identify the content's **function**
- ~ Describe the content's **characteristics**
- ~ Assign **values** to content functions & characteristics



# Then, you're set to measure

- ~ Measure in different ways
- ~ Establish a **baseline**
- ~ Measure regularly
- ~ Watch your budget
- ~ Get your **peers to help you**



## Manage data synchronization conflicts

You can change how conflicts that occur during organizer data synchronization are resolved by turning off wireless data synchronization, changing conflict resolution options, and synchronizing organizer data using the synchronization tool of the BlackBerry® Desktop Software. For more information about managing conflicts that occur during organizer data synchronization, see the Help in the BlackBerry Desktop Software.

**Next topic:** [Calendar options](#)

**Previous topic:** [About synchronization conflicts](#)

Did this help you?

Yes

No

Um, no

## Manage data synchronization conflicts

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2000

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# From plan to process

- ~ Being successful requires **processes** to **support** your **strategy**
  - ~ Content creation
  - ~ Review and approval
  - ~ Translation/localization
  - ~ Delivery/publishing
  - ~ Maintenance/retirement



# Tactics for planning a strategy

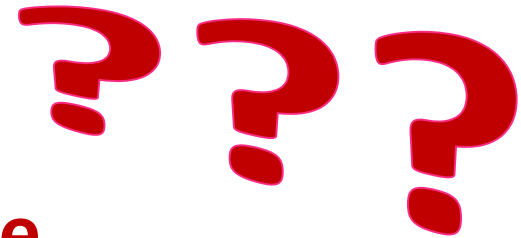
- ~ Understand that your **content has value**
- ~ Assess your content
- ~ Do everything in your power to **maximize its value**
- ~ Understand that no matter how hard you try, your content may fall short
- ~ Understand that a project is never just a project





# Tactics for moving beyond strategy

- ~ Ask the **right questions**
  - ~ At the right time
- ~ Pose them to the **right people**
  - ~ In the right way
- ~ Connect content initiatives to **business outcomes**
- ~ Measure your efforts
- ~ Put **processes** in place to help you succeed



Content. Users.

**Strategy**

Context. Tactics.



Join the **discussion** on  
LinkedIn.

**Content first.**



# Pamela Kostur

[pkostur@parallax.ca](mailto:pkostur@parallax.ca)

@Pamela\_Kostur

647.889.1459

**parallax.ca**

