

Content Strategy at Work

REAL-WORLD STORIES TO STRENGTHEN
EVERY INTERACTIVE PROJECT

Margot Bloomstein

WITH A FOREWORD BY KRISTINA HALVORSON

MK
MORGAN KAUFMANN

Content Strategy At Work Real World Stories To Strengthen Every Interactive Project

RS Peters

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Content Strategy At Work Real World Stories To Strengthen Every Interactive Project:

Content Strategy at Work Margot Bloomstein, 2012-01-25 Content is king and the new kingmaker and your message needs to align with your model and metrics and other mumbo jumbo right Whether you're slogging through theory or buzzwords there's no denying content strategy is coming of age But what's in it for you And if you're not a content strategist why should you care Because even if content strategy isn't your job content's probably your problem and probably more than you think You or your business has a message you want to deliver right You can deliver that message through various channels and content types from Tweets to testimonials and photo galleries galore and your audience has just as many ways of engaging with it So many ways so much content so where's the problem That is the problem And you can measure it in time creativity money lost opportunity and the sobs you hear equally from creative directors project managers and search engine marketing specialists The solution is content strategy and this book offers real world examples and approaches you can adopt no matter your role on the team Put content strategy to work for you by gathering this book into your little hands and gobbling up never before seen case studies from teams at Johns Hopkins Medicine MINI Icebreaker and more Content Strategy at Work is a book for designers information architects copywriters project managers and anyone who works with visual or verbal content It discusses how you can communicate and forge a plan that will enable you your company or your client get that message across and foster better user experiences Presents a content strategy framework and ways to implement in both in house marketing departments and consultancies Includes case studies interviews and lessons learned from retail apparel network television business to business automotive non profit and higher ed brands Details practical sales techniques to sell content strategy and use content strategy processes to sell other services and larger projects

Content Strategy at Work Margot Bloomstein, 2012-02-17 Content is king and the new kingmaker and your message needs to align with your model and metrics and other mumbo jumbo right Whether you're slogging through theory or buzzwords there's no denying content strategy is coming of age But what's in it for you And if you're not a content strategist why should you care Because even if content strategy isn't your job content's probably your problem and probably more than you think You or your business has a message you want to deliver right You can deliver that message through various channels and content types from Tweets to testimonials and photo galleries galore and your audience has just as many ways of engaging with it So many ways so much content so where's the problem That is the problem And you can measure it in time creativity money lost opportunity and the sobs you hear equally from creative directors project managers and search engine marketing specialists The solution is content strategy and this book offers real world examples and approaches you can adopt no matter your role on the team Put content strategy to work for you by gathering this book into your little hands and gobbling up never before seen case studies from teams at Johns Hopkins Medicine MINI Icebreaker and more Content Strategy at Work is a book for designers information architects copywriters project managers and anyone who works with visual or verbal content It

discusses how you can communicate and forge a plan that will enable you your company or your client get that message across and foster better user experiences Presents a content strategy framework and ways to implement in both in house marketing departments and consultancies Includes case studies interviews and lessons learned from retail apparel network television business to business automotive non profit and higher ed brands Details practical sales techniques to sell content strategy and use content strategy processes to sell other services and larger projects **A Project Guide to UX Design**

Russ Unger,Carolyn Chandler,2012-03-23 User experience design is the discipline of creating a useful and usable Web site or application that s easily navigated and meets the needs of the site owner and its users There s a lot more to successful UX design than knowing the latest Web technologies or design trends It takes diplomacy management skills and business savvy That s where the updated edition of this important book comes in With new information on design principles mobile and gestural interactions content strategy remote research tools and more you ll learn to Recognize the various roles in UX design identify stakeholders and enlist their support Obtain consensus from your team on project objectives Understand approaches such as Waterfall Agile and Lean UX Define the scope of your project and avoid mission creep Conduct user research in person or remotely and document your findings Understand and communicate user behavior with personas Design and prototype your application or site Plan for development product rollout and ongoing quality assurance

Enterprise Content Strategy Kevin Nichols,2015-01-02 Kevin P Nichols Enterprise Content Strategy A Project Guide outlines best practices for conducting and executing content strategy projects His book is a step by step guide to building an enterprise content strategy for your organization Enterprise Content Strategy draws on Kevin Nichols experience managing one of the largest and most successful global content strategy teams to provide an insider s look at how to build an enterprise content strategy Full of definitions questions you need to ask checklists and guidelines this book focuses not on the what or why but on the how [The Content Strategy Toolkit](#) Meghan Casey,2015-06-06 In this essential guide Meghan Casey

outlines a step by step approach for doing content strategy from planning and creating your content to delivering and managing it Armed with this book you can confidently tackle difficult activities like telling your boss or client what s wrong with their content getting the budget to do content work and aligning stakeholders on a common vision Reading The Content Strategy Toolkit is like having your own personal consulting firm on retainer with a complete array of tools and tips for every challenge you ll face In this practical and relevant guide you ll learn how to Identify problems with your content and persuade your bosses it s worth the time and resources to do it right Make sense of your business environment and understand your audience Get stakeholders aligned on business goals and user needs Set your content strategy and decide how to measure success Create maintain and govern on strategy content You ll learn to control your content and not have it control you *Content Strategy* Guiseppe Getto,Jack T. Labriola,Sheryl Ruszkiewicz,2022-11-30 This comprehensive text

provides a how to guide for content strategy enabling students and professionals to understand and master the skills needed

to develop and manage technical content in a range of professional contexts The landscape of technical communication has been revolutionized by emerging technologies such as content management systems open source information architecture and application programming interfaces that change the ways professionals create edit manage and deliver content This textbook helps students and professionals develop relevant skills for this changing marketplace It takes readers through essential skills including audience analysis content auditing assembling content strategy plans collaborating with other content developers identifying appropriate channels of communication and designing delivering and maintaining genres appropriate to those channels It contains knowledge and best practices gleaned from decades of research and practice in content strategy and provides its audience with a thorough introductory text in this essential area Content Strategy works as a core or supplemental textbook for undergraduate and graduate classes as well as certification courses in content strategy content management and technical communication It also provides an accessible introduction for professionals looking to develop their skills and knowledge

Content Strategy Rahel Anne Bailie, Noz Urbina, 2013-01-15 If you've been asked to get funding for a content strategy initiative and need to build a compelling business case if you've been approached by your staff to implement a content strategy and want to know the business benefits or if you've been asked to sponsor a content strategy project and don't know what one is this book is for you Rahel Anne Bailie and Noz Urbina come from distinctly different backgrounds but they share a deep understanding of how to help your organization build a content strategy Content Strategy Connecting the dots between business brand and benefits is the first content strategy book that focuses on project managers department heads and other decision makers who need to know about content strategy It provides practical advice on how to sell create implement and maintain a content strategy including case studies that show both successful and not so successful efforts Inside the Book Introduction to Content Strategy Why Content Strategy and Why Now The Value and ROI of Content Content Under the Hood Developing a Content Strategy Glossary Bibliography and Index

Content Strategy for the Web Kristina Halvorson, Melissa Rach, 2012-02-28 FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS Your content is a mess the website redesigns didn't help and the new CMS just made things worse Or maybe your content is full of potential you know new revenue and cost savings opportunities exist but you're not sure where to start How can you realize the value of content while planning for its long term success For organizations all over the world Content Strategy for the Web is the go to content strategy handbook Read it to Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter achievable decisions about what content to create and how Find out how to build a business case for content strategy With all new chapters updated material case studies and more the second edition of Content Strategy for the Web is an essential guide for anyone who works with content

Content Strategy in Technical Communication Guiseppe Getto, Jack Labriola, Sheryl Ruskiewicz, 2019-09-19 Content Strategy in Technical Communication provides a balanced comprehensive

overview of the current state of content strategy within the field of technical communication while showcasing groundbreaking work in the field Emerging technologies such as content management systems social media platforms open source information architectures and application programming interfaces provide new opportunities for the creation publication and delivery of content Technical communicators are now sometimes responsible for such diverse roles as content management content auditing and search engine optimization At the same time we are seeing remarkable growth in jobs devoted to these other content centric skills This book provides a roadmap including best practices pedagogies for teaching and implications for research in these areas It covers elements of content strategy as diverse as Editing Content for Global Reuse and Teaching Content Strategy to Graduate Students with Real Clients while giving equal weight to professional best practices and to pedagogy for content strategy This book is an essential resource for professionals students and scholars throughout the field of technical communication

Content Audits and Inventories

Paula Landenburg Land, 2023-05-15 The second edition of Content Audits and Inventories by veteran content strategist Paula Land updates and expands the first edition focusing on the importance of the strategic as well as the tactical aspects of the content audit This edition includes expanded chapters on planning and preparation building a business case getting buy in from your organization working with teams selecting and defining audit criteria incorporating audits as part of ongoing governance and much more New in this edition are chapters on auditing social media channels apps brand messaging content structure and accessibility Also new in this edition are case studies from industry professionals who share their audit experiences and outcomes Successful content strategy projects start with a thorough assessment of the current state of all content assets their quantity type and quality The audit process begins with a data rich inventory and layers in a qualitative assessment empowering content owners and business stakeholders to make informed decisions This practical tactic filled handbook walks you through setting up and running an inventory using an automated tool setting the stage for a successful audit Specific audit tactics addressed include auditing for content quality performance global considerations and legal and regulatory issues You will also learn how to do a competitive audit and incorporate personas into an audit Tips on presenting audit results to stakeholders will help you deliver effective strategies Content Audits and Inventories A Handbook for Content Analysis is a must read for content professionals seeking to improve their content management strategy

Designing

Information Architecture Pabini Gabriel-Petit, 2025-03-28 A fresh updated perspective on Information Architecture IA blending foundational principles with modern insights to help you design intuitive structured and human centered digital experiences Jim Kalbach Chief Evangelist at Mural Get your hands on a well structured easy reference handbook filled with IA best practices for organizing digital information spaces Key Features Learn IA from Pabini Gabriel Petit UX expert and founder of UXmatters Get a practical introduction to IA in the broader context of UX research and design Gain expert insights from industry leaders on IA s evolution techniques and applications Purchase of the print or Kindle book includes a

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identify future directions for researching the role of knowledge management in service innovation and how cloud computing can be used to address many of the issues currently facing KM in academia and industrial sectors Usable Usability Eric Reiss, 2012-06-28 The A to Z guide to spotting and fixing usability problems Frustrated by pop ups Forms that make you start over if you miss a field Nonsensical error messages You re not alone This book helps you simply get it right the first time or fix what s broken Boasting a full color interior packed with design and layout examples this book teaches you how to understand a user s needs divulges techniques for exceeding a user s expectations and provides a host of hard won advice for improving the overall quality of a user s experience World renowned UX guru Eric Reiss shares his knowledge from decades of experience making products useable for everyone all in an engaging easy to apply manner Reveals proven tools that simply make products better from the users perspective Provides simple guidelines and checklists to help you evaluate and improve your own products Zeroes in on essential elements to consider when planning a product such as its functionality and responsiveness whether or not it is ergonomic making it foolproof and more Addresses considerations for product clarity including its visibility understandability logicalness consistency and predictability Usable Usability walks you through numerous techniques that will help ensure happy customers and successful products **Harnessing Social Media as a Knowledge Management Tool** Chugh, Ritesh, 2016-07-13 Knowledge is a valuable resource that must be managed well for any organization to thrive Proper knowledge management practices can improve business processes by creating value however the available tools meant to aid in the creation collection and storage of information have drastically changed since the emergence of social media By using this collaborative online application for engaging with information organizations are able to precisely disseminate knowledge to the correct audience Harnessing Social Media as a Knowledge Management Tool explores the usage of social media in managing knowledge from multiple dimensions highlighting the benefits opportunities and challenges that are encountered in using and implementing social media This publication endeavors to provide a thorough insight into the role of social media in knowledge management from both an organizational and individualistic perspective This book elucidates emerging strategies perfect for policy makers managers advertisers academics students and organizations who wish to effectively manage knowledge through social media *The Digital Crown* Ahava Leibtag, 2013-09-17 In 1997 Bill Gates famously said Content is king Since then the digital marketing world has been scrambling to fulfill this promise as we finally shift our focus to what consumers really want from our brands a conversation The Digital Crown walks you through the essentials of crafting great content the fundamentals of branding messaging business goal alignment and creating portable mobile content that is future ready Systems create freedom and within this book you ll learn the seven critical rules to align your internal and external content processes including putting your audience first involving stakeholders early and often and creating multidisciplinary content teams Complete with case studies and experience drawn directly from global content projects you are invited to observe the inner workings of successful

content engagements You ll learn how to juggle the demands of IT design and content teams while acquiring all the practical tools you need to devise a roadmap for connecting and engaging with your customers This is your next step on the journey to creating and managing winning content to engage your audience and keep them coming back for more Discover easy to follow simple breakdowns of the major ideas behind engaging with your customer Learn both the theoretical and practical applications of content and communication on line Maximize on the case studies and real world examples enabling you to find the best fit for your own business **From Solo to Scaled** Natalie Marie Dunbar,2022-07-25 Content strategy is clearly critical to your organization but where do you start and how do you grow it into a true practice Whether you re a lone content person tasked with creating a content strategy practice from scratch or a leader struggling to scale one up From Solo to Scaled is your blueprint for creating and managing a content strategy practice that is sustainable and successful Who Should Read This Book This book is for anyone who wants or needs to build a content strategy practice for example content writers UX researchers and designers Design Operations leaders and program managers or any team that is focused on the user experience Basically it s for anyone who understands that content can make or break a digital experience Takeaways Use this book to Create a content strategy practice blueprint and make the business case for it to upper management in your organization Show what success looks like and how to measure it Learn how to create a sustainable practice and when to scale it from solo to mid sized to enterprise Take an inventory of your existing tools to see if you need to repurpose or augment them as you prepare to scale your business Learn how to present the content practice s work to leadership in language that leaders understand Use a handy checklist to audit and improve your own practice building *Calendario editorial* Carlos J. Campo,2022-09-01 Lecci n extractada de Contenido para convencer Curso General de Estrategia de Contenidos a la venta en Google Play Aprende c mo y cu ndo debes construir cada tipo de calendario editorial los principios operativos que rigen la herramienta y los subtipos de calendarios c mo les afecta un enfoque centrado en la difusi n de las piezas de contenido y espec ficamente c mo establecer una autoridad para su planificaci n y ejecuci n El ebook contiene la Presentaci n original del curso y recopila nicamente la bibliograf a mencionada durante la lecci n En esta edici n se han insertado intert tulos que permiten seguir con mayor facilidad la lecci n magistral y localizar la instrucci n precisa Objetivos del calendario editorial Calendario de implantaci n Calendario high level y ciclos estrat gicos Cinco tipos de calendario editorial Subtipos de calendario editorial Difusi n operaciones de alcance y de amplificaci n Efectos de la amplificaci n y alcance en el calendario Difusi n en marketing distribuci n POEM y PESO Principios de simplicidad y comprensibilidad del calendario Responsabilidad sobre el calendario y actualizaciones Principios comunicativos del calendario editorial La lecci n incluye el apartado Claves en el que se recogen los conocimientos indispensables que el alumno debe retener Est ilustrada con un gr fico Puedes obtener m s informaci n en el sitio web corporativo de Estrategia del Contenido secci n de men Libros Contenido para convencer, Curso general de Estrategia de Contenidos Carlos J. Campo,2021 El Curso General re ne los

conocimientos que cualquier Responsable de Contenidos debe poseer para adoptar las mejores decisiones en un entorno de incertidumbre Lograr comunicar mejor logrando mayores beneficios comunicativos y empresariales y con menores costes Lo har sin errores Conociendo los fundamentos teóricos del contenido eliminar los criterios intuitivos y los ejercicios de prueba y error Conociendo los instrumentos del estratega ganar tiempo Y conociendo los efectos de cada operación con contenidos acertar siempre Pensado para que cualquier profesional del contenido pueda sacar provecho de él especialmente los estrategas de contenidos in house que se formen universitariamente el Curso se estructura en 24 lecciones repartidas en cinco capítulos los conceptos esenciales las diferencias con otras disciplinas comunicativas el comportamiento de los mensajes en las operaciones con contenido las herramientas del estratega y la perspectiva económica de una Estrategia de Contenidos Contiene además 46 gráficos y 9 tablas sin pticas y correspondientes a modelos operativos Porque de lo que se trata es de que el contenido sea eficaz económicamente sostenible y sobre todo capaz de convencer *Inventarios y auditorías de contenidos* Carlos J. Campo, 2022-09-01 Lección extractada de Contenido para convencer Curso General de Estrategia de Contenidos a la venta en Google Play del capítulo Instrumentos de la Estrategia de Contenidos El plan nuestro de cada día del estratega de contenidos es la auditoría para el diagnóstico de la situación comunicativa Para ello se parte si la auditoría es muy profunda del inventario Esta lección explica cómo plantearlo según las distintas escuelas y cuándo y cómo hay que llevar a cabo los distintos tipos de auditorías de contenidos ROT KCR de consistencia de ligazón o de intranets corporativas que son un mundo aparte El ebook contiene la Presentación original del curso y recopila únicamente la bibliografía mencionada en el texto En esta edición se han insertado intertítulos que permiten seguir con mayor facilidad la lección magistral y localizar la instrucción precisa Definición de inventario Integrantes del inventario Etapas del inventario omnicanal Información adicional en el inventario para usarla en auditorías Utilidades de la auditoría de contenidos Auditorías puntuación del diagnóstico de cada pieza Auditoría ROT Auditoría KCR Auditorías anuales de revisión de consistencia comunicativa Funciones de la auditoría periódica del contenido Auditorías del contenido de intranets corporativas Objetivos de la auditoría de una intranet corporativa La lección incluye el apartado Claves en el que se recogen los conocimientos indispensables que el alumno debe retener Puedes obtener más información en el sitio web corporativo de Estrategia del Contenido sección de men Libros

Content Strategy At Work Real World Stories To Strengthen Every Interactive Project Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the energy of words has become more evident than ever. They have the capability to inspire, provoke, and ignite change. Such is the essence of the book **Content Strategy At Work Real World Stories To Strengthen Every Interactive Project**, a literary masterpiece that delves deep in to the significance of words and their impact on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book's key themes, examine its writing style, and analyze its overall impact on readers.

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