

# Execute Your Content Strategy With Content Frameworks

Think and CREATE Content Like a Publisher

Twitter hashtag: **#CLAP**

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# Basic Content Engine Frameworks

## Ideal Customer Profile

Segments

Problems / Causes

Beliefs Urgency

People Map / Personas

## Buying Process

Stages

Customer Questions

Customer Information Requirements

## Value Model

Align Capabilities to Causes

Competitive Landscape

Generic vs. Differentiated Value

How do you demonstrate value?

How do you message value?

Key Buying Criteria

## Message Maps

Key Issues & Themes

By Stage, Roles, Industry

Key Customer Proof Points

Develop Core Storylines

## Content Categories

Customer Stories

Attention & Interest Generation

Education Nurturing Support

Establish Buying Criteria

Explain & Prove Value

Competitive Positioning

Technical & Process Explanations

# Advanced Content Engine Frameworks

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**Nurturing  
Scenarios**

Map Flow

Message  
ea. touch

Content for  
ea. touch

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# Content Framework – Customer’s Problems

## Problem Framework

Stakeholders	Problem	Symptoms	Cause of Problem	Impact	Customer Story

# Content Framework – Customer's Problems

## Customer's Problem

Stakeholders	Problem	Symptoms	Cause of Problem	Impact	Customer Story
Owner / CEO	Pressure on Rev. & Net Operating Income	Occupancy Reduction & Retention Expense & Capital Cost Control: 1) Cost Acceleration 2) Staff 3) Productivity Not Understood 4) Fixed Costs 5) Energy Cost Rising	1) Lack Visibility and Availability of Information 2) Poor Reporting 3) Being Reactive not Proactive		
Tenant Manager	Retain Tenants thru Service-Rich Experience	1) Service 2) Customer Experience 3) Lack of Info About Tenant	1) Visibility 2) Poor information and reporting 3) Communication & Service Gaps	Turnover Rates, Revenue	
Owner / CEO Asset Manager, Property Manager	Need to Lower Expense and Capital Costs	1) Lack of effective Preventative Maintenance program leads to higher capital costs 2) Lack of Standardization 3) Scale of Large Portfolios 4) People are primary point of failure 5) Firefighting 6) More responsive than proactive	1) Not Proactive with maintenance 2) No system to monitor or manage 3) Poor access to Real Time Information 4) Too many sources of info: "Siloed Data"	High Capital Replacement Cost, High Operating Costs, Inefficient Use of Personnel, Firefighting	



# Content Framework – Customer's Information Requirements

## Information Requirement

Stakeholders	Buying Stages	Customer Issues / Questions	Information Needs	Info Source	Required Beliefs, Urgency Drivers, Tipping Points
Owner / CEO	Problem Identification/Status Quo	Revenue 1) Do we have a problem, how would we know? 2) What are our competitors doing that we should be aware of? 3) How have tenant expectations changed?	Key Issues- impact		Tipping Points: Tenant Demand, Ownership change, New Hire, Bad Event, too many systems, bad experience with another supplier, technical switch platforms
Owner / CEO Asset Manager, Property Manager	Solution Exploration/ Recognize Pain	Expense control, straffing 1) What are the real causes of the problem? 2) What is the scope of the problem? 3) Why does a switch from current service provider make sense?	Trends		Beliefs: tenant experience through service and support, information visibility, change, overwhelmed by complexity, people matter, Partnerships for value
Owner / CEO Asset Manager, Property Manager	Solution Selection/Committed to Change	Expense recovery 1) What are the key criteria for making this decision?) 2) What best practices can we follow for how this decision helped an organization like us? 3) What is the appropriate budget, timeframe, resources based upon expected	Benchmarks		Urgency Driver: risk, firefighting out of control, budget timings, go live date, owner performance review, professionalism, best practices, communication, risk management.



# Content Framework – Messaging Framework

Messaging					
Stakeholders	Themes	Key Capabilities	Core Messages	Message Text / Quotes	Customer Buying Criteria
	Complexity	Rapid Deployment	"The Game Has Changed" Time to Move Property Management Online"	Owners and managers of any commercial property type are under increasing pressure to preserve and improve net operating income	Company viability & experiences-references
	Change	Felxible/Robust Initial & Ongoing Training	Technology Enabled Tenant Services	These pressures are caused by the increasing complexity of managing larger portfolios of properties, satisfying tenants, managing assets and controlling capital and operating expenses	Flexibility and agility to meet requirements
	Vision	Easy to Use (Shallow Learning Curve)	Simplify the Complex: Simple to buy, implement and use	The underlying cause is a lack of real time, centralized information and the visibility that drives proactive actions to retain and attract tenants, recover expenses and apply critical human resources appropriately.	Data security
		Ability to Map Client's		Owners and managers, in an effort to mitigate risk from seemingly overwhelming numbers of tasks and management responsibilities, exmploy building engines to	



# Content Framework – Customer Engagement

## Customer Engagement

Stakeholders	Themes	Website Messages / Content	Lead Nurturing Messages / Content Step 1, 2, 3, 4	Customer Buying Criteria	Positioning Messages Re: Competitors	Value Model	Proof Points / Address Customer Questions & Objections
	Complexity	As a commercial property owner or manager, we know optimizing your net operating income through high tenant satisfaction and expense management are your primary concerns		Company viability & experiences-references		Professional management of tenant relationships, Property & Assets, People and Investors	
	Change	Perhaps it's time to learn about the value of a "building engine," to capture, communicate, assign and report on all the elements that impact the tenant experience, as well as your operating efficiency and profitability.		Flexibility and agility to meet requirements		Manage Complexity and Risk	
	Vision	We simplifies your complexities of property and tenant management by improving visibility, extracting information and speeding communications. The results include better tenant experience, higher operating efficiency, increases on the top line and higher NOI.		Data security		Get visibility with real time information from disparate sources	
	Visibility	To help mitigate your risks, simplify your operations and improve visibility throughout your entire business, we recommend an initial conversation		Trust, transparency and support		Operational efficiency-- from proactive (vs. reactive) data driven decisions	

# Conclusions

- **Plan**
  - What to build, why – priorities
  - How to build
  - Who to involve
- **Acquire**
  - Minimize impact on time-sensitive SMEs (customers)
  - Leverage every acquisition opportunity
  - Manage short time slots
  - Ask the right questions – get the right input: Ideas & Language
- **Create**
  - Multiple purposes, roles, buy stages, industries
  - Reduce time, effort, costs – minimize routine decisions
  - Raise the volume and variety of output
  - Preserve quality, consistency
  - Build re-usable assets

# Action Steps – Get the basics right

## Ideal Customer Profile

Segments      Problems / Causes      Beliefs Urgency      People Map / Personas

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## Buying Process

Stages      Customer Questions      Customer Information Requirements

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## Value Model

Align Capabilities to Causes      Competitive Landscape      Generic vs. Differentiated Value      How do you demonstrate value?      How do you message value?      Key Buying Criteria

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## Message Maps

Key Issues & Themes      By Stage, Roles, Industry      Key Customer Proof Points      Develop Core Storylines

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## Content Categories

Customer Stories      Attention & Interest Generation      Education Nurturing Support      Establish Buying Criteria      Explain & Prove Value      Competitive Positioning      Technical & Process Explanations

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