

# Execute Your Content Strategy With Content Frameworks

Think and CREATE Content Like a Publisher

Twitter hashtag: **#CLAP**

Jim Burns

# How to Think & Create Content Like a Publisher

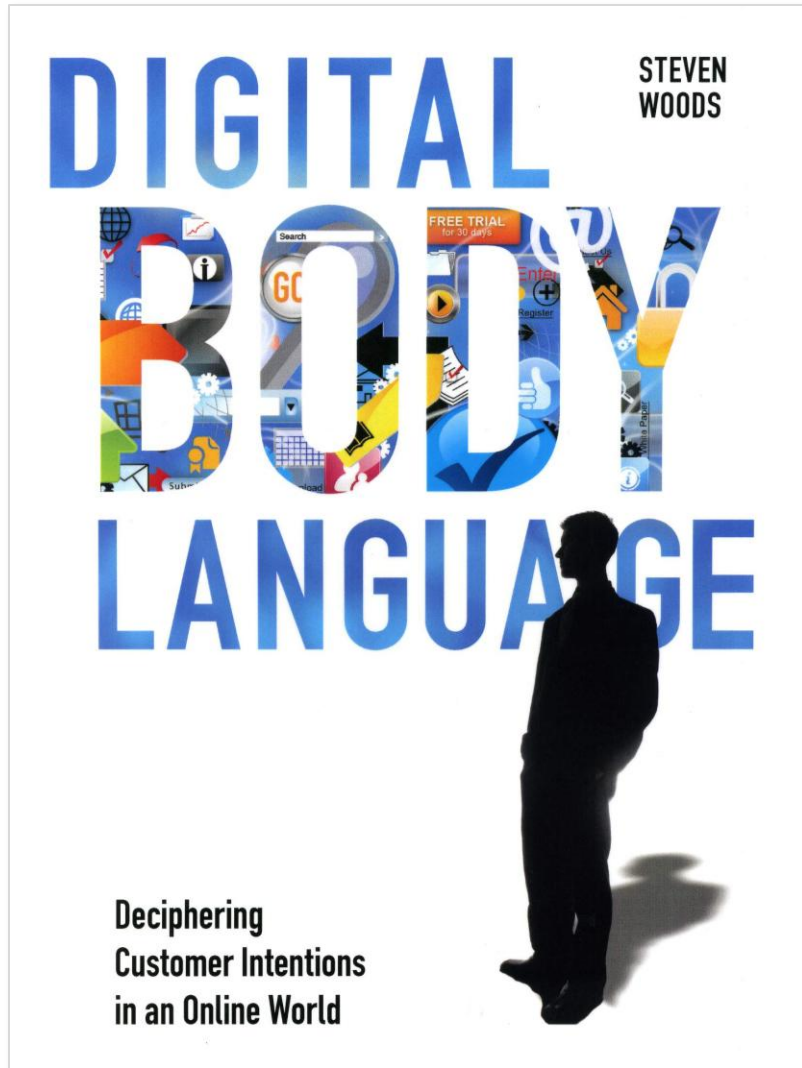
## *Steve Wood's on Top Two Content Challenges*

- How to create “high quality, unique, powerful content”
- “Getting content from the Subject Matter Experts on a team that is deep and often a bit technical”



**Steve Woods,  
Co-founder, Eloqua**

# Digital Body Language

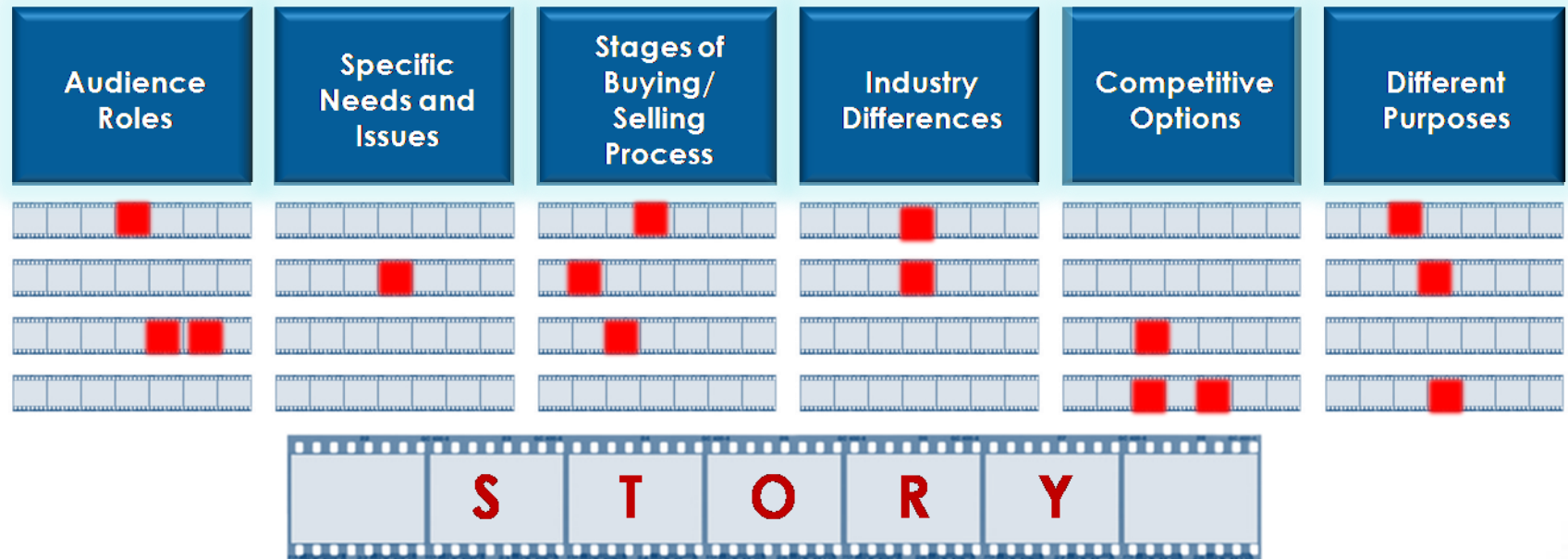


***“Today, B2B marketers must decode their buyers’ digital body language to understand their roles, information needs, timing and buying intentions of their largely faceless and elusive target market.”***

**Steven Woods**

From his 2009 book  
Digital Body Language  
New Year Publishing LLC

# Context = Relevance

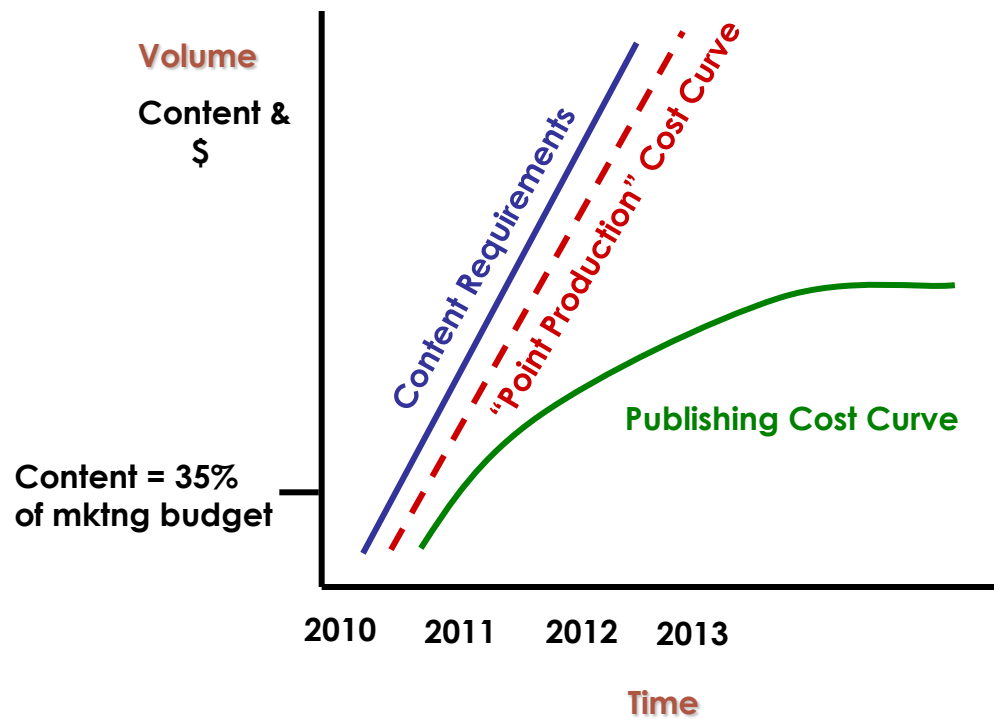


$4^5 = 1024$  “documents”

X 3-5 “touches”

# The Big WHY?

Must find a way to produce greater volume, faster, preserving quality, accommodating relevance requirements, multiple formats ...



... but flatten your content creation cost curve!

# A Continuous Content Publishing Process

**Plan**

**Deliverables**  
**Extensions**

**Assemble & Deliver**

**Tailor**  
**Delivery method**

**Acquire**

**SME in audio**  
**Visuals**  
**Other content**

**Content Engine Frameworks**

<b>Ideal Customer Profile</b>	Segments	Problems / Causes	Beliefs / Urgency	People Map / Personas
<b>Value Model</b>	Align Capabilities to Causes	Generics vs. Differentiated Value	How do you demonstrate value?	How do you message value?
<b>Buying Process</b>	Stages	Custom Questions	Requirements	Customer Solution Journey
<b>Lead Definitions</b>	Inquiry, Marketing, Sales	Define Tools	Document	Assess Current Communication Methods
<b>Content Inventory &amp; Audit</b>	Find & Doc All Content	Tag by Cause, Role, etc.	Assess Readiness & Fit	
<b>Message Maps</b>	Key Issues & Themes	By Stage, Roles, Industry	Key Customer Proof Points	Develop Core Storylines, Map Key Nurturing Flows

**Process & Frameworks**

**Database**

**Inventory**  
**Organize**  
**Modular**  
**Maintain**

**Create**

**Visual support**  
**Audio**  
**Graphics**

**Edit**

**Transcribe**  
**Create source**

# What do Content Frameworks do for you?

## Content Engine Frameworks

<b>Ideal Customer Profile</b>	Segments	Problems / Causes	Beliefs Urgency	People Map / Personas			
<b>Value Model</b>	Align Capabilities to Causes	Generic vs. Differentiated Value	How do you demonstrate value?	How do you message value?	Key Buying Criteria		
<b>Buying Process</b>	Stages	Customer Questions	Customer Information Requirements	Customer Information Sources	Customer Problem to Solution Journey	Assess Current Communication Methods	
<b>Lead Definitions</b>	Inquiry Marketing Sales	Define Lead Flow Criteria & Process	Document SLA with sales				
<b>Message Maps</b>	Key Issues & Themes	By Stage, Roles, Industry	Key Customer Proof Points	Develop Core Storylines	Map Key Nurturing Flows		
<b>Content Categories</b>	Customer Stories	Attention & Interest Generation	Education Nurturing Support	Establish Buying Criteria	Explain & Prove Value	Competitive Positioning	Technical & Process Explanations

# What do Content Frameworks do for you?

- Provide the blueprint for content creation
- Enable creating for multiple purposes and formats – operational management tool
- Help prioritize content creation requirements
- Clarify & identify specific messages / gaps – monitor and evolve over time
- Provide specific messaging guidelines – “what to say, how to say it”
- Provide content acquisition direction
- Allow creation process to be separated and handled by different resources: planning, acquisition & editing, scripting & storyboarding, media, production, assembly & delivery