
 BIZ Talk Story

# WELCOME

Our program entitled  
***What Successful Business Owners Know About Content Strategy***  
will begin at 12:15 pm  
Thank you for attending!

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## Before We Begin

\*\* If you called on the phone to listen to this presentation, please remember to MUTE your phone so we all will not be listening to your movements and activities at your station. Also, if you have music on hold – DO NOT place us on hold.

\*\* Using the Q&A tab at the top of the screen, you may ask questions at anytime, however you can only ask ONE question at a time. Once we get to your question, we will delete your question from the queue. Then you can ask another question.

\*\* For the Survey Questions, you may only provide ONE answer per question. (There are no wrong answers!)

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## ***What Successful Business Owners Know About Content Strategy***

 **AMERICANa**  
Savings Bank

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**Guest Host:**

**Randy Botti**  
**Wala`au Media**  
Certified Inbound Marketing Professional

You can also send questions via Twitter – use the hashtag  
#konacontent

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**Today's Agenda**

We will focus on web content:

- What is Content?
- What is content strategy?
- What ISN'T your content strategy?
- What is good content?
- How do you create a content strategy?
- What next?

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In the web industry, anything that conveys meaningful information to humans is called “content.”

This also extends to the offline world

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*Survey Question  
#1*

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**History of Content strategy**

Even though content strategy  
is an off-shoot of  
information architecture,  
it really has no history.

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**What is content strategy?**

Plans for the creation, curation, sharing, and governance  
of content people care about.

Every website has content.  
A small three page website probably only needs a writer.  
But those websites with hundreds or thousands of pages  
need someone who can stand back and figure out  
what all of that content should communicate.

Don't forget your Facebook page and Twitter feed.

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*Survey Question  
#2*

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Without a content strategy or plan,  
your content can look disjointed  
and send the wrong message.

Today we will focus on digital or  
on-line content.

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**At its best, a content strategy defines (geeky):**  
Key themes and messages, recommended topics,  
content purpose (i.e., how content will bridge the  
space between audience needs and business  
requirements), content gap analysis, metadata  
frameworks and related content attributes, search  
engine optimization (SEO), and implications of  
strategic recommendations on content creation,  
publication, and governance.

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**Simple version**  
Content strategy not only determines WHAT content should be on your website and what it looks like, but WHO produces and maintains the content and WHERE this content lives.

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*Survey Question #3*

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**What your Content Strategy is NOT**

- Your Marketing Plan
- Your Business plan
- Your Web design
- Your Social Media strategy

These may guide the direction of your content plan, but in most cases, at a granular level, it will not specifically address content needs.

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### What is good content?

- ✓ **Good content is appropriate.** Publish content that is right for the user and for the business.
- ✓ **Good Content is appropriate for your business when it helps you accomplish your business goals in a sustainable way.**
- ✓ **Good content is useful.** Define a clear, specific purpose for each piece of content; evaluate content against this purpose.
- ✓ **Good content is user-centered.** Adopt the cognitive frameworks of your users.

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### What is good content? – cont.

- ✓ **Good content is clear.** Seek clarity in all things.
- ✓ **Good content is consistent.** Mandate consistency, within reason.
- ✓ **Good content is concise.** Omit needless content.
- ✓ **Good content is supported.** Publish no content without a support plan and way to keep it updated as new information becomes available or your business changes.
- ✓ **Good content is as much about what it excludes as it is about what it includes.**

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Content is appropriate for users when it helps them accomplish their goals.

It is *perfectly* appropriate for users when it makes them feel like geniuses on critically important missions, offering them precisely what they need, exactly when they need it, and in just the right form.

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*Survey Question  
#4*

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**Why a Content strategy?**

- ✓Helps you understand and produce the kind of content your target audience really needs.
- ✓Allows organizations to develop realistic, sustainable and measurable publishing plans that keep your content on track for the long term.
- ✓Cuts costs by reducing redundant or extraneous publishing efforts, while increasing the effectiveness of existing assets.
- ✓Aligns communication across channels so that web content, print collateral, social media conversations, and internal knowledge management are working towards the same goals (in channel appropriate ways).

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**What Next?**

- ✓What do you have? Audit your current content.
- ✓What are you trying to do with it? Your objectives.
- ✓What do your content ecosystems look like? Website, social media, print, email, radio, etc.
- ✓What are your opportunities, risks, and success metrics?
- ✓**The Plan**

To find out more about creating a content strategy,  
call me.

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**Good content doesn't just happen**

Questions?

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The next big thing:

**Context**

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