

Content Strategy at Work

REAL-WORLD STORIES TO STRENGTHEN
EVERY INTERACTIVE PROJECT

Margot Bloomstein

WITH A FOREWORD BY KRISTINE KILGUSSEN

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

Margot Bloomstein



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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

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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

This book delves into Content Strategy At Work Real World Stories To Strengthen Every Interactive Project. Content Strategy At Work Real World Stories To Strengthen Every Interactive Project is a crucial topic that needs to be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Content Strategy At Work Real World Stories To Strengthen Every Interactive Project, encompassing both the fundamentals and more intricate discussions.

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 - Chapter 4: Content Strategy At Work Real World Stories To Strengthen Every Interactive Project in Specific Contexts
 - Chapter 5: Conclusion
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- This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Content Strategy At Work Real World Stories To Strengthen Every Interactive Project.

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

1. Understanding the eBook Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - The Rise of Digital Reading Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - Advantages of eBooks Over Traditional Books
2. Identifying Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - User-Friendly Interface
4. Exploring eBook Recommendations from Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - Personalized Recommendations
 - Content Strategy At Work Real World Stories To Strengthen Every Interactive Project User Reviews and Ratings
 - Content Strategy At Work Real World Stories To Strengthen Every Interactive Project and Bestseller Lists
5. Accessing Content Strategy At Work Real World Stories To Strengthen Every Interactive Project Free and Paid eBooks
 - Content Strategy At Work Real World Stories To Strengthen Every Interactive Project Public Domain eBooks
 - Content Strategy At Work Real World Stories To Strengthen Every Interactive Project eBook Subscription Services
 - Content Strategy At Work Real World Stories To Strengthen Every Interactive Project Budget-Friendly Options
6. Navigating Content Strategy At Work Real World Stories To Strengthen Every Interactive Project eBook Formats
 - ePub, PDF, MOBI, and More
 - Content Strategy At Work Real World Stories To Strengthen Every Interactive Project Compatibility with Devices

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

- Content Strategy At Work Real World Stories To Strengthen Every Interactive Project Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - Highlighting and Note-Taking Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - Interactive Elements Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
- 8. Staying Engaged with Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
- 9. Balancing eBooks and Physical Books Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - Setting Reading Goals Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - Fact-Checking eBook Content of Content Strategy At Work Real World Stories To Strengthen Every Interactive Project
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development

- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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