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FH JOANNEUM

PITCH, CATCH, AND RELEASE:
CONTENT STRATEGY MASTERCLASS

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Today's themes

- Brand-driven content strategy: key differentiators 10:00 – 11:00
- How are you applying it? 11:00 – 12:00
- Lunch 12:00 – 1:00
- Selling content strategy now: pitfalls, problem framing, advocacy 1:00 – 2:30
- Coffee break 2:30 – 3:00
- What's next? 3:00 – 5:00

Today's themes

- Your questions
- Our specific professional experiences
- Conversation
- AMA Q&A

Brand-driven content strategy

How is this approach different from more user-centered content strategy or content management-driven strategy?

What is content strategy?

Planning for the creation, aggregation, delivery, and governance of useful, usable, and **appropriate** content in an experience.

What questions are we addressing?

- How do we prioritize our communication goals, efforts, and budgets to meet messaging needs?
- What do we have, is it good, what do we need?
- What parts does the content comprise?
How can they reassemble in response to context to consistently differentiate a brand?

Steps along the way

- Message architecture
- Content audit
- Content model
- Editorial calendar
- Editorial style guidelines
- Governance guidelines

Message architecture

A hierarchy of communication goals that reflects a common vocabulary

Physicalizing investment & ownership

- Body language of holding, giving, moving cards
- Standing up vs. sitting down
- Open postures
- Signaling for “convening”
- Inviting participation and drawing people back in

Selling content strategy now

Pitfalls and pushback

Problem framing

Advocacy

What, how, and why?

Propose—not just recommend—a brand-driven content strategy initiative. What is your process? What steps or activities are you selling? How do you pitch and position each step? Why is each step valuable?

Selling content strategy now

Pitfalls and pushback: budget, other brand projects

Problem framing: preceding design

Advocacy: arming client prospects with resources

What's next?

Content modeling and responsive design

Ethics, representation, and centering the user

Trust

Content modeling & responsive design

- Sustainability
- Budget and resource allocation
- Reuse and repurposing

Ethics and representation

“Empathy is a pretty word for exclusion. I’ve seen all-male, all-white teams taking ‘empathy workshops’ to see how women think. If you want to know how women would use something you’re designing, get a woman on your design team.”

Mike Monteiro
Ruined by Design

Trust

We must empower our users to rebuild their confidence and regain their trust—and designers and content creators are uniquely positioned to take on this responsibility.

- Success breeds confidence
- To gain respect we must give respect
- Operationalizing vulnerability is a strength

What's next for you?

What challenges do you foresee getting in the way of your content strategy practice?

What else should we review?

How does this work fit into your vision for the future?