

Content Marketing Institute
#CMWorld Twitter Chat
Content Strategy with Michael Brenner
Tuesday, June 2, 2013
12p-1p Eastern

#CMWorld Chat Details/Timeline

General Chat Information:			
Brand	Company: Content Marketing Institute	Facebook: CMI: http://on.fb.me/GUXj94 CMW: http://on.fb.me/14w4clx	Twitter: @CMIContent
Theme/Hashtags	Content Strategy		#CMWorld
CMI Moderator Info	@cmcphillips @cmicontent		
Attendees	Moderators: @joepulizzi @brennermichael		
Pre-Chat Tweets			
11:50 ET	Join us on our first #CMWorld Twitter Chat in 10 min with @brennermichael @joepulizzi on #ContentStrategy!		
11:55 ET	Join us in 5 min to discuss #contentstrategy with @SAP's @brennermichael - the 1st of our #CMWorld twitter chat series! Tuesdays at noon!		
11:57 ET	What is #CMWorld? Find out more here: www.contentmarketingworld.com and join us in #Cleveland in September!		
11:59 ET	STARTING NOW! #CMWorld Twitter Chat with @brennermichael & @joepulizzi on #contentstrategy		

Questions	
12:00 ET	Thank you @brennermichael @joepulizzi for joining us today on our #CMWorld chat on #content #strategy!
12:02 ET	Just joining the chat? Follow #CMWorld for the next hour to learn about #contentstrategy & #contentmarketing!
12:03 ET	Welcome @brennermichael, VP of Marketing & Content Strategy at @SAP. Thank you for joining us today!
12:05 ET (Q1)	Q1: Let's get started! What is the difference between #contentmarketing and #contentstrategy? #CMWorld
12:11 ET (Q2)	Q2: What is the first step you'd recommend when developing a content strategy? #CMWorld
12:16 ET (Q3)	Q3: What tools, calendars, resources do you use most when developing content strategy? #CMWorld
12:21 ET (Q4)	Q4: What is the best way to determine who in your organization is the best person to connect with your customers? #CMWorld
12:27 ET (Q5)	Q5: Does your organization have a documented content strategy? How did you build your business case for it? #CMWorld
12:32 ET (Q6)	Q6: How does design play into content marketing? #CMWorld
12:38 ET (Q7)	Q7: How do you decide which is best for your #content marketing – video, text or images? #CMWorld
12:43 ET (Q8)	Q8: What are some best practices in getting people to share your content? #CMWorld
12:48 ET (Q9)	Q9: What are some rules we should consider when deciding if content is off-limits? #CMWorld
12:53 ET (Q10)	Q10: Our last question: Now that we've talked about building a strategy, how do we decide how much content is enough? #CMWorld
12:59 ET	If we missed your question or you think of one later, email cathy[at]contentinstitute.com & watch www.contentmarketinginstitute.com ! #CMWorld
Closing to Twitter Chat	
1:00 ET	Thank you @brennermichael for your great insights on #contentstrategy! We look forward to hearing more from you at #CMWorld!
1:01 ET	Thanks for joining our 1st #CMWorld twitter chat! Join us Tuesdays @ noon thru 9/3 for chats w/ #ContentMarketing World speakers!
1:02 ET	Still want more #contentmarketing? Join us in #Cleveland in Sept for #CMWorld: www.contentmarketingworld.com
1:03 ET	More info on @SAP @brennermichael, leader in enterprise software & software-related services: www.sap.com #CMWorld