

# HOW TO SCALE UP YOUR CONTENT OPERATIONS

20 SPEAKERS FROM INTELLIGENT CONTENT CONFERENCE SHARE THEIR THOUGHTS...

## THINK BIG ABOUT YOUR PEOPLE



Create content potlucks with content developers across the organization.

**Laurel Nicholes**, director of technical communication services  
F5 Networks • @laurelnicholes

Ask hard questions about what you can outsource or crowdsource versus what you have to do in-house.

**Victor Gao**, vice president of digital and managing director,  
Arrow Media Group • @wvictorgao



Hold more events. Events create deadlines for high-value content that can be published and repurposed.

**Jake Athey**, director of marketing, Widen • @jakeathey

The flow should go from data – what to write about, when to write it, where to publish it – to story, to a strong community that needs your specific content.

**Yael Kochman**, head of content and inbound marketing,  
Mapp • @yaelkochman



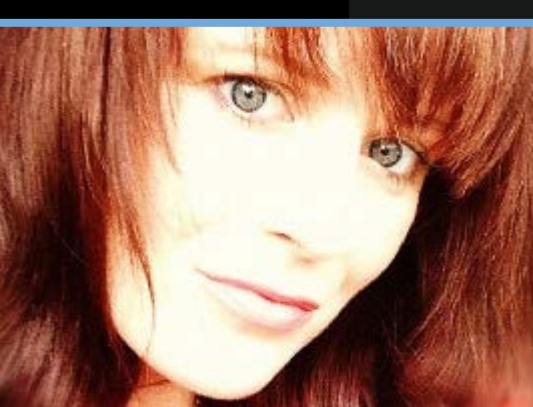
If you hire great people, put them on an Agile team, and provide them with a strategy, you can dramatically scale up without any loss of content quality.

**Andrea Fryrear**, founder and chief content officer,  
Fox Content • @andreafrrear

## THINK BIG ABOUT YOUR PROCESSES

Avoid implementing technology to solve a people or process problem. Adjust your processes first. Then you can make an informed technology decision.

**Peg Miller**, co-founder, B2B Marketing Academy • @pegmiller



Integrate content efforts across the customer life cycle. The customer's content journey doesn't stop when a lead is handed off.

**Erin Robbins**, president, GinzaMetrics • @texasgirlerin

Give content creators templates that coach them through the components – including metadata and social media blurbs – that each type of content needs to include.

**Buddy Scalera**, senior director of content strategy,  
The Medicines Company • @buddyscalera



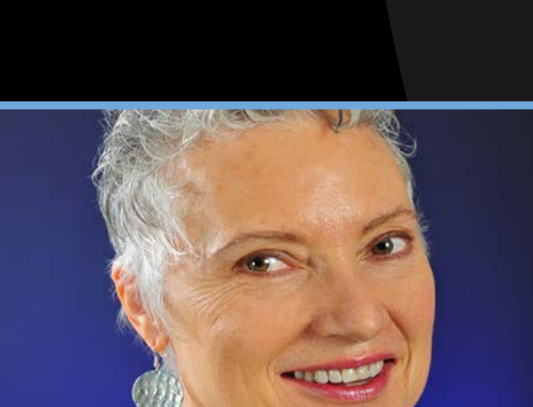
Successful scaling is in the details. For example, you must know the words and phrases your audiences use.

**Dr. Andrew Bredenkamp**, founder & CEO, Acrolinx • @abredenkamp

## THINK BIG ABOUT YOUR STRATEGY

Create one or more editorial boards. Editorial boards enable you to scale in that they can align content efforts for various audiences across functions and business units.

**Carlos Abler**, leader of online content strategy,  
3M Global eTransformation • @carlos\_abler



Choose three to six strategic themes. Tie each piece of content to one theme. Content that's aligned with a theme holds its message as it scales.

**Carro Ford**, content marketing strategist, Xerox • @carroford

Spend half your work hours one week on segmenting. Learn who your prospects are and who they should be so that you can guide freelancers as you scale up.

**Vishal Khanna**, director of marketing and communications,  
HealthPrize Technologies • @bediscontent

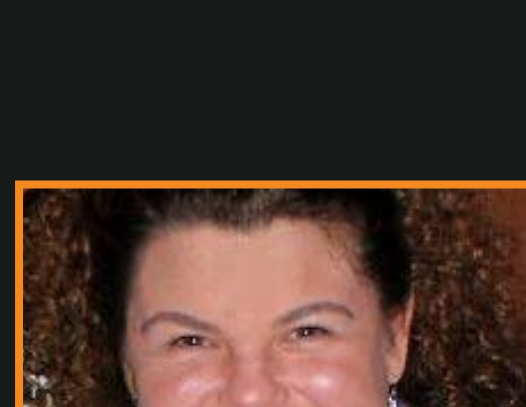


Look at audience goals and how people accomplish them in the wild. Refine the types of content you deliver accordingly.

**Noz Urbina**, founder and chief content strategist,  
Urbina Consulting • @nozurbina

Develop content models. Models capture patterns (of deliverables, navigation, interaction, etc.) that keep content teams consistent even as they do creative work.

**Andrea Ames**, enterprise content experience strategist, IBM • @aames



## THINK BIG ABOUT YOUR INFORMATION SYSTEMS



Store each piece of content and each piece of data in only one place without duplication.

**Erik Hartman**, owner, Erik Hartman Communicatie • @erikmhartman

Use structured content and semantic technologies to tailor the same message to different audiences or delivery channels without having to rewrite content from scratch each time.

**Joe Pairman**, consulting practice lead, Mekon • @joepairman

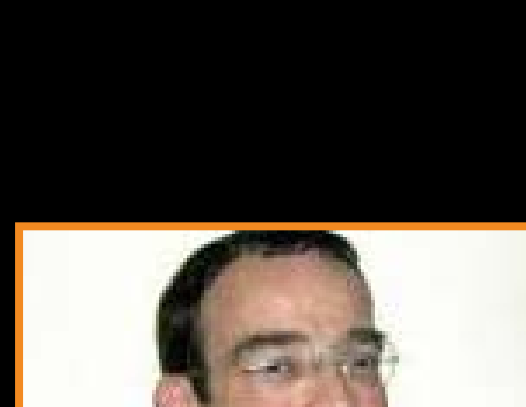


Get smart about artificial intelligence in marketing tech. AI helps us understand why something happened, not just that it happened.

**Nick Edouard**, president and chief product officer,  
LookBookHQ • @nickedouard

Use collaborative tools and processes so teams can deliver more variations on your message to more audiences without significantly ramping up the number of people you need.

**Ben Cornelius**, chief of staff and head of business,  
global content and globalization, PayPal



Build a central repository of content that's tagged for reuse and that's searchable by all content teams.

**James Mathewson**, distinguished technical marketer, search,  
IBM • @james\_mathewson

Create personalization rules based on audience segments and their behaviors.

**Cruce Saunders**, principal, Simple [A] • @mrcruce

