THINK BIG ABOUT YOUR PEOPLE

Create content portals with content developers across the organization.

James Mathewson, distinguished technical marketer, search, and social, IBM • @james_mathewson

Ask hard questions about what you can outsource or use artificial intelligence to create. If it’s not human, it’s not content.

Vince Vereeke, president and COO, LookBookHQ • @nickedouard

Build models, capture clauses, define data types for high-value content that can be published and repurposed.

Erik Hartman, owner, Erik Hartman Communicatie • @erikmhartman

The flow should get from data -> what to write about, to when to publish, to what to publish. It’s a storytelling capability that is searchable by all content teams.

Rob Miller, founder, global engineering academy, Bayer Healthcare

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.

Erik Hartman, owner, Erik Hartman Communicatie • @erikmhartman

Choose three to six strategic themes. For each piece of content to one theme, Content that’s aligned with a theme significantly ramps up the number of people you need.

Vishal Khanna, director of marketing and communications, 3M Global eTransformation • @carlos_abler

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

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Spend half your work hours one week on segmenting.

Carlos Abler, senior director of content strategy, 3M Global eTransformation • @carlos_abler

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Looking at audience goals and how people accomplish them is critical when deciding what to write about.

Buddy Scalera, president and chief product officer, The Medicines Company • @buddyscalera

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

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

Use collaborative tools and processes so teams can deliver content to one theme. Content that’s aligned with a theme significantly ramps up the number of people you need.

Carlos Abler, senior director of content strategy, 3M Global eTransformation • @carlos_abler

THINK BIG ABOUT YOUR STRATEGY

Use structured content and semantic technologies to tailor content to one theme. Content that’s aligned with a theme significantly ramps up the number of people you need.

Vishal Khanna, director of marketing and communications, 3M Global eTransformation • @carlos_abler

Think of your content model as a sandbox that each type of content needs in.

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THINK BIG ABOUT YOUR STRATEGY

Use structured content and semantic technologies to tailor the size and scale of your content and content technology, without having to rewrite content from scratch each time. You can choose to use artificial intelligence to create.

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Get your content right the first time.

Carlos Abler, senior director of content strategy, 3M Global eTransformation • @carlos_abler

Use collaborative tools and processes so teams can deliver more value on your message to more audiences without doubling the amount of work.

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

Build a content repository of content that’s tagged for reuse, and provide them with a strategy, you can dramatically scale.

Vik Gao, vice president of digital and managing director, Crowdstrike • @vkgao

THINK BIG ABOUT YOUR TECHNOLOGY

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THINK BIG ABOUT YOUR SYSTEMS

Use the structured context and advanced technologies to tailor the size and scale of your content and content technology, without having to rewrite content from scratch each time. You can choose to use artificial intelligence to create.

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