# Content Strategy and User Experience
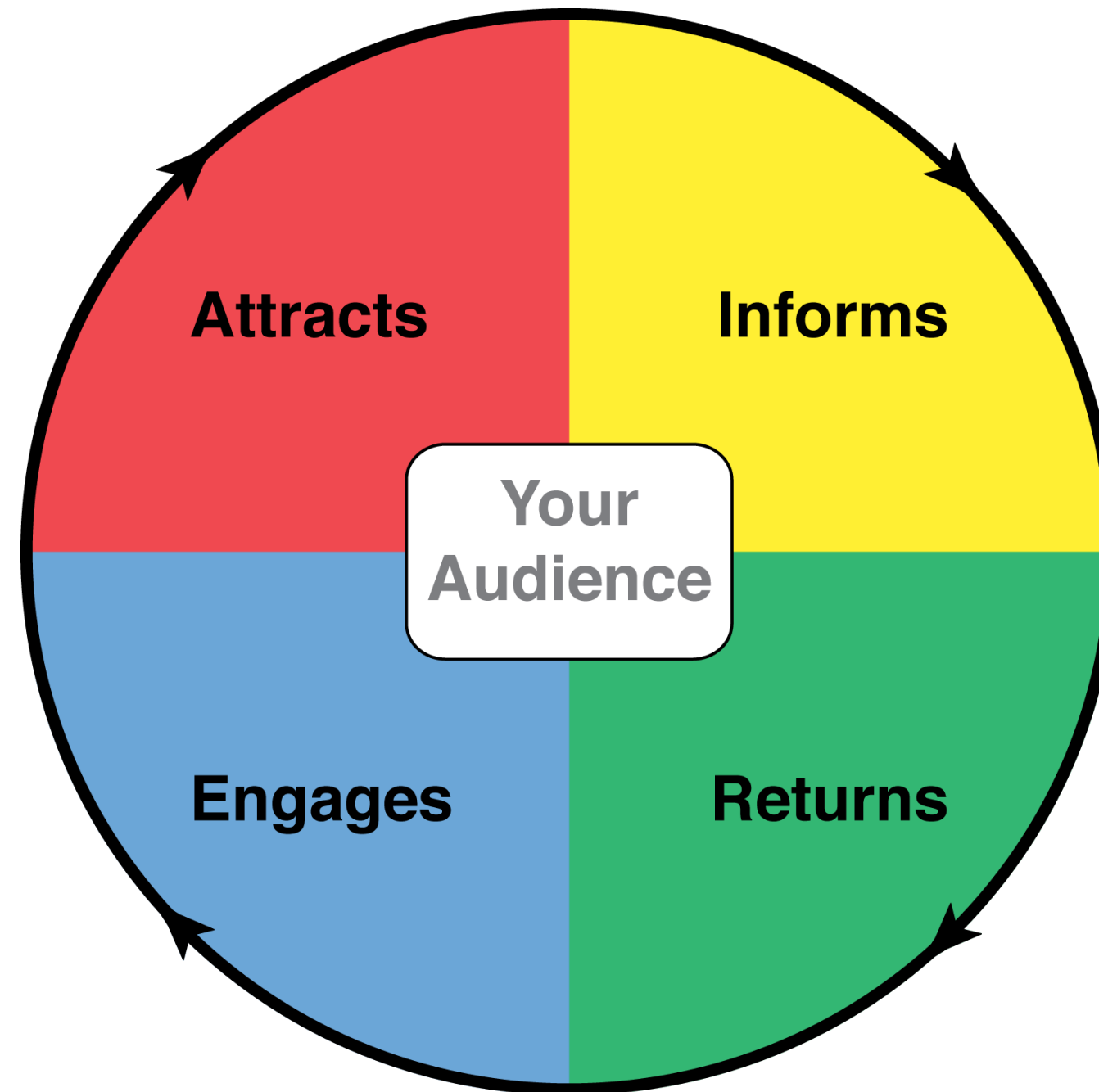
# *Content is everywhere.*

No matter what the platform, channel, or format, content refers to everything that conveys meaning.

# Successful Content...

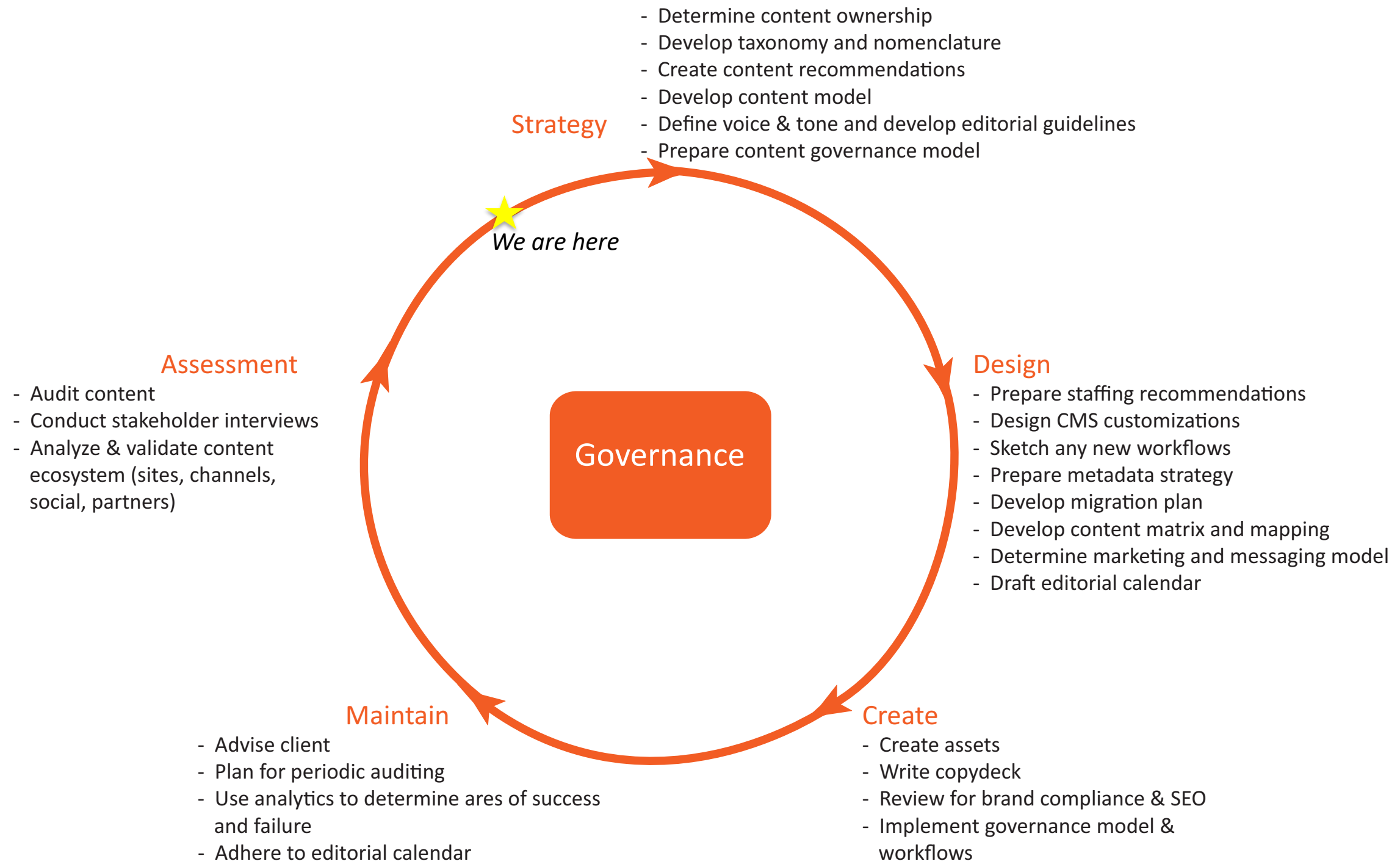# It's way too important to be an afterthought.

# So how do we get there?

- We'll start with the overall content strategy lifecycle

- Then will look at strategic recommendations for NASCAR, whether or not we can tackle them in this phase, as well as specific tactics that can be implemented for each persona

# A Robust Content Strategy Allows:

- Consistent and correctly labeled content increases accessibility and user satisfaction

- Consistent application and use of terms and phrases eliminate confusion and save time

- A consistent customer user experience with all customer information touch points

- The facilitation for the discovery of information

- Protection of the brand integrity by ensuring consistent standards

- Dynamic publishing, personalization and efficient content exchange

- Cross-sell and up-sell of complementary products and services

- 'Content intelligence' – getting the right content to the right customer at the right time

# But It is an Ongoing Process

**Strategy**
- Determine content ownership
- Develop taxonomy and nomenclature
- Create content recommendations
- Develop content model
- Define voice & tone and develop editorial guidelines
- Prepare content governance model

*We are here*

**Governance**

**Assessment**
- Audit content
- Conduct stakeholder interviews
- Analyze & validate content ecosystem (sites, channels, social, partners)

**Design**
- Prepare staffing recommendations
- Design CMS customizations
- Sketch any new workflows
- Prepare metadata strategy
- Develop migration plan
- Develop content matrix and mapping
- Determine marketing and messaging model
- Draft editorial calendar

**Maintain**
- Advise client
- Plan for periodic auditing
- Use analytics to determine ares of success and failure
- Adhere to editorial calendar

**Create**
- Create assets
- Write copydeck
- Review for brand compliance & SEO
- Implement governance model & workflows

# Content Audit Recap

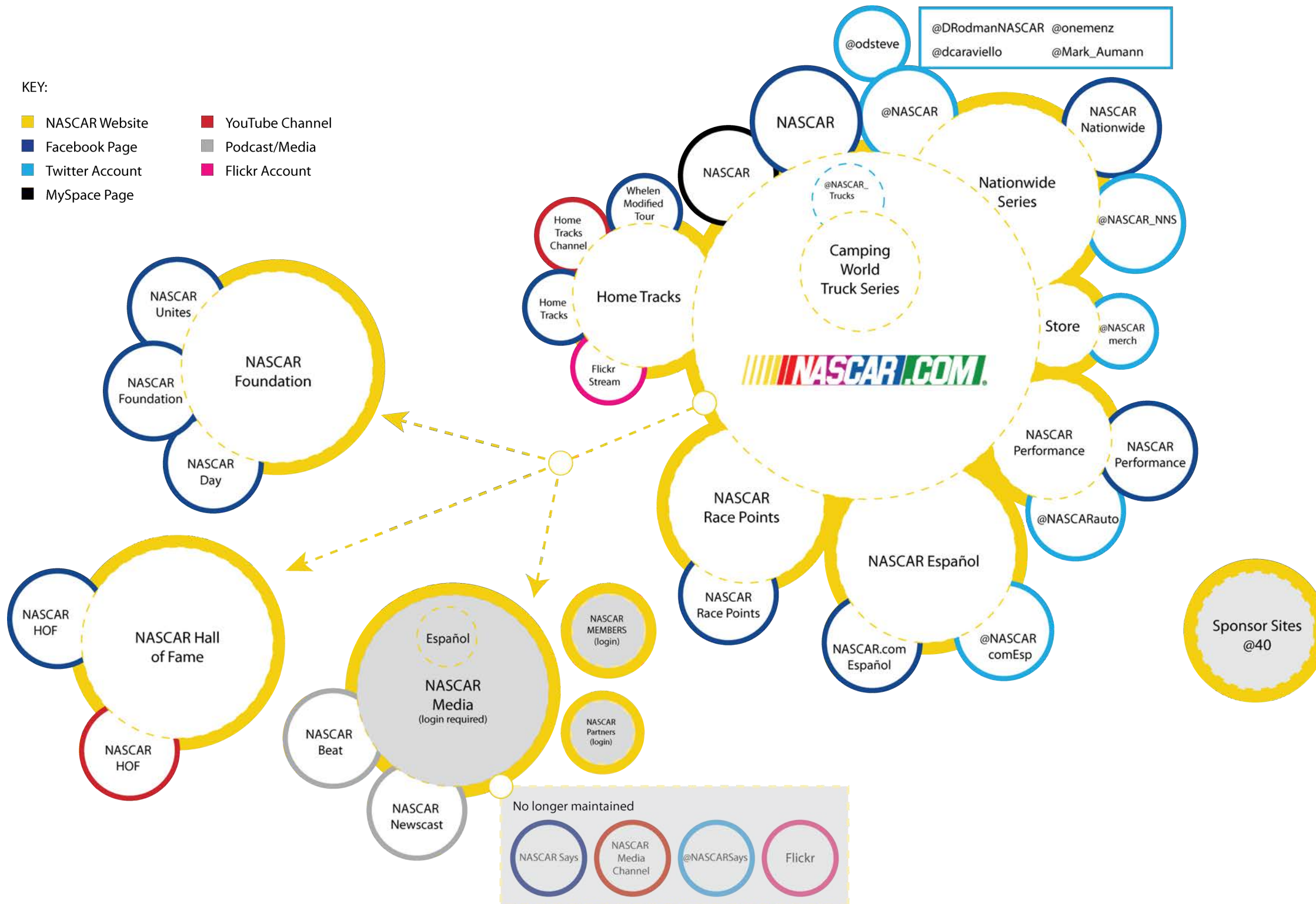# NASCAR's Digital Presence in Context

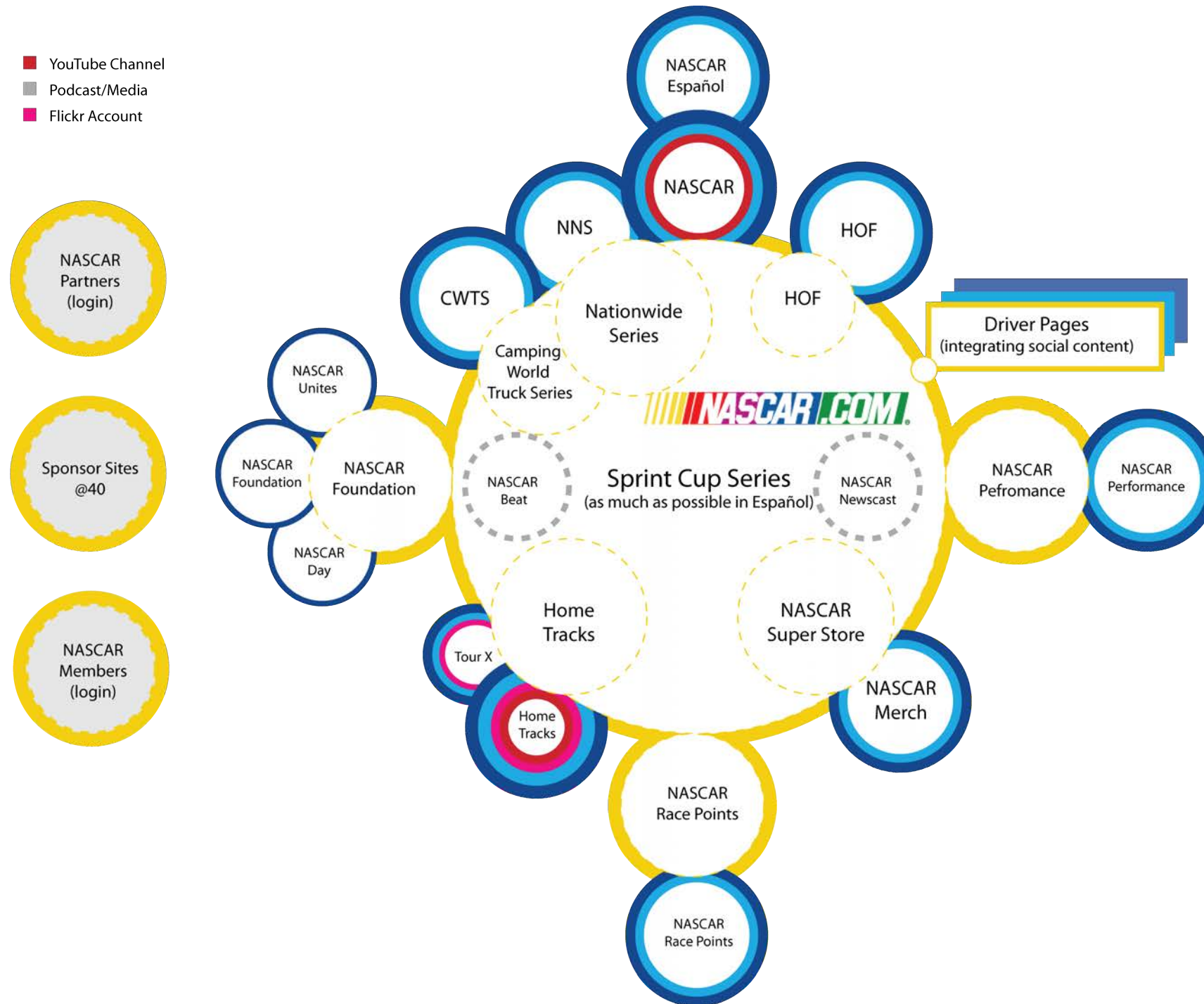| | NASCAR | Indy Car Series | F1 | WWE | NFL | MLB | ESPN | Fox Sports | PGA |
|---|---|---|---|---|---|---|---|---|---|
| Voice and tone | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Editorial direction | 1 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 2 |
| Content experience | 1 | 2 | 2 | 0 | 4 | 4 | 4 | 4 | 2 |
| Contextual content | 1 | 1 | 1 | 2 | 4 | 4 | 4 | 2 | 1 |
| Accessibility | 0 | 0 | 4 | 0 | 2 | 2 | 4 | 1 | 1 |
| Spanish language | 2 | NA | NA | NA | 3 | 4 | 4 | 2 | NA |
| Social Media (Twitter) | 2 | 0 | 0 | 2 | 2 | 4 | 0 | 0 | 2 |
| Social Media (Facebook) | 2 | 0 | 0 | 4 | 4 | 3 | 4 | 2 | 2 |
| Social Media (Other) | 1 | 0 | NA | 4 | 4 | 3 | 4 | 2 | 4 |
| Community | 3 | 1 | NA | NA | 2 | 3 | 4 | 2 | 0 |

# Content Needs to Move from Here…

KEY:

- ■ NASCAR Website
- ■ Facebook Page
- ■ Twitter Account
- ■ MySpace Page
- ■ YouTube Channel
- ■ Podcast/Media
- ■ Flickr Account

@odsteve

@DRodmanNASCAR  @onemenz
@dcaraviello          @Mark_Aumann

NASCAR
@NASCAR
NASCAR
NASCAR
Nationwide

Nationwide Series

@NASCAR_NNS

Whelen Modified Tour

@NASCAR_ Trucks

Home Tracks Channel

Home Tracks

Home Tracks

Camping World Truck Series

NASCAR Unites

NASCAR Foundation

NASCAR Foundation

Flickr Stream

Store

@NASCAR merch

NASCAR Day

NASCAR Race Points

NASCAR Performance

NASCAR Performance

@NASCARauto

NASCAR Español

NASCAR HOF

NASCAR Hall of Fame

Español

NASCAR MEMBERS (login)

NASCAR Race Points

NASCAR.com Español

@NASCAR comEsp

Sponsor Sites @40

NASCAR HOF

NASCAR Media (login required)

NASCAR Beat

NASCAR Partners (login)

NASCAR Newscast

No longer maintained

NASCAR Says    NASCAR Media Channel    @NASCARSays    Flickr

# ...to Here

# Content Recommendations

# Content Recommendations for Each Persona

- The Everyfan – Stage Unknown

- Mark, The Advocate – Commit Stage

- Maggie, The Closet Enthusiast – Commit/Follow Stages

- Nicole, The Routine Planner – Follow/Learn Stages

- George, The Freshman – Learn Stage

# The Everyfan | Content Recommendations

- Adhere to the NASCAR brand through voice and tone and make NASCAR.com the premier destination for everything NASCAR

- Implement a robust governance model and the right content team to ensure that the right content is delivered to the fans

- Improve the content experience to make content more easily consumed and found by fans

- Integrate social feeds and bake social and community content throughout the site

- Adhere to web accessibility standards to make sure content is available to all fans

- Continue to support Spanish language at current level and expand over time

# The Advocate | Wants and Needs



Mark



*Commit*

- **I  need to share**
  - Provide enhanced community features distributed throughout site
  - Integrate social feeds and streams on site
- **I need recognition**
  - Provide mechanism to highlight expertise
  - Provide content that maps directly to my interests
- **I want inspiration**
  - Provide a level of detail that recognizes my knowledge as fan
  - Provide deep news and statistics
- **I want to feel the scale**
  - Extend the track experience to the digital presence
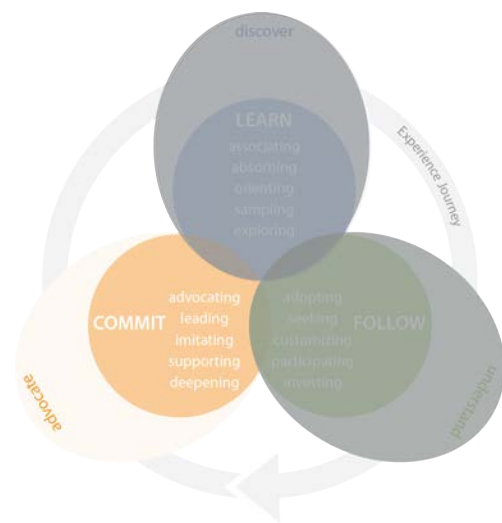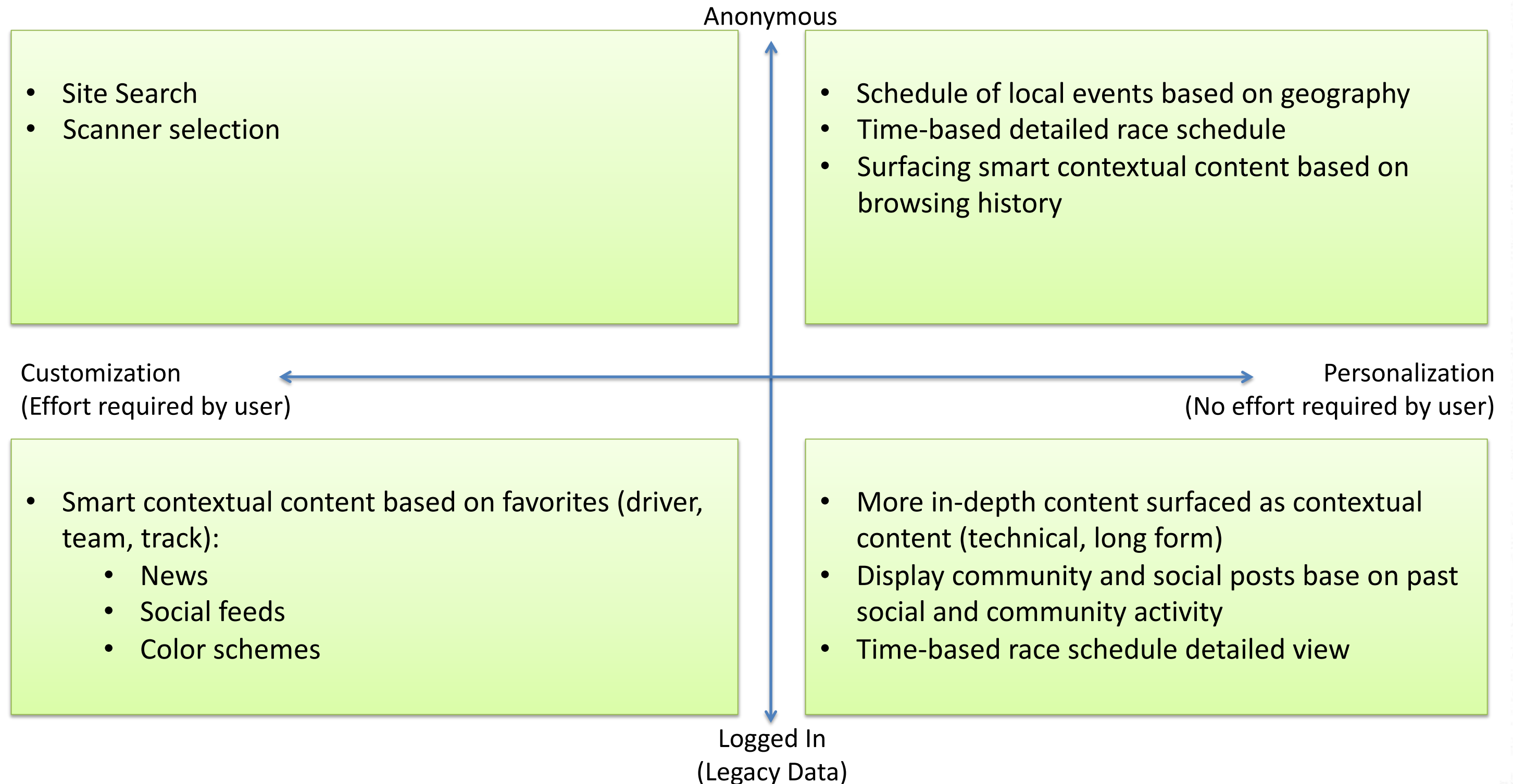  - Give fans a way to socially participate during race
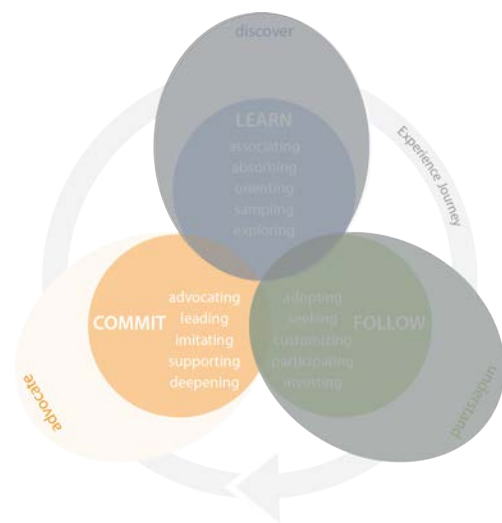
# The Advocate | Content Mix

**Mark**

**Community**
**Interactive**
**News and Media**
Schedule and Events
User Generated Content
Social

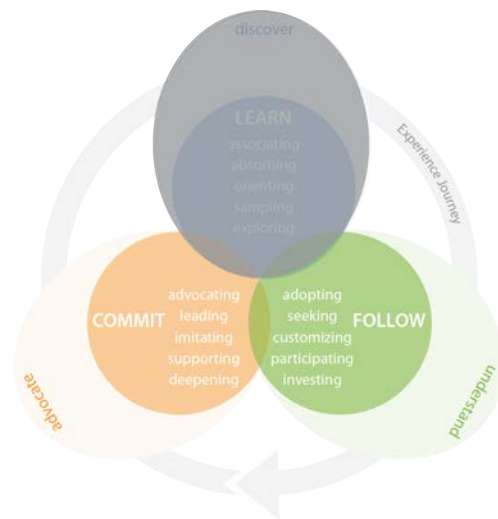*Commit*

# The Advocate | Customization and Personalization

Anonymous

- Site Search
- Scanner selection

- Schedule of local events based on geography
- Time-based detailed race schedule
- Surfacing smart contextual content based on browsing history

Customization
(Effort required by user)

Personalization
(No effort required by user)

- Smart contextual content based on favorites (driver, team, track):
  - News
  - Social feeds
  - Color schemes

- More in-depth content surfaced as contextual content (technical, long form)
- Display community and social posts base on past social and community activity
- Time-based race schedule detailed view

Logged In
(Legacy Data)

# The Closet Enthusiast | Wants and Needs



Maggie



*Follow/Commi t*

- **I need fantasy**
  - Provide behind the scenes coverage
  - Provide highlights to relive race
- **I need to relate**
  - Extend the at track experience to digital presence
  - Provide content to connect to drivers and crews
- **I want to participate**
  - Provide enhanced community features distributed throughout site
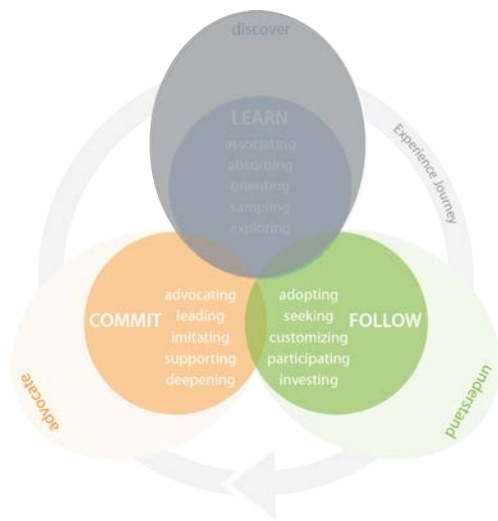  - Social trending topics and smack talk
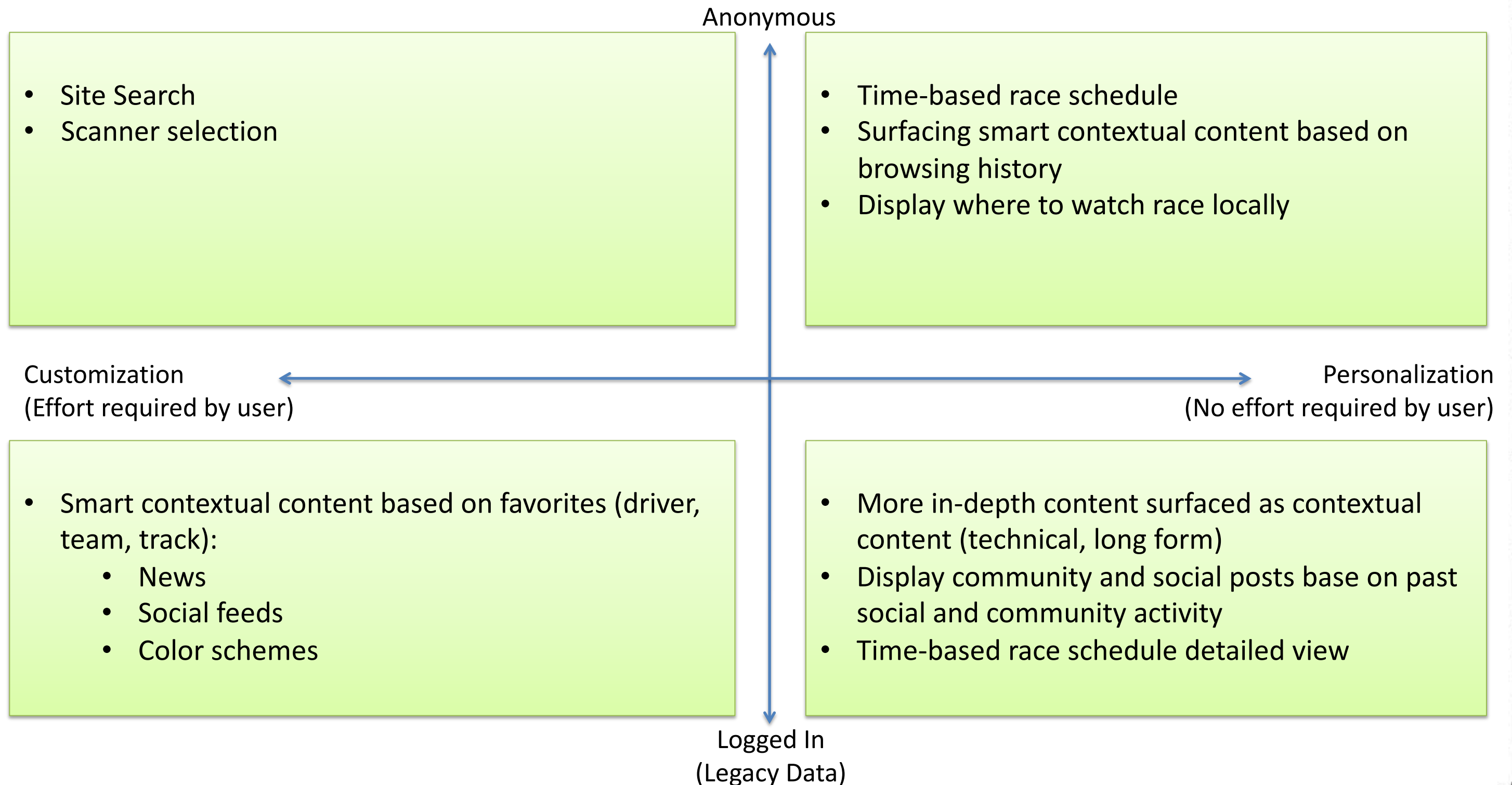
# The Closet Enthusiast | Content Mix



Maggie



Follow/Commit

**Social**
**Blogs**
**Drivers**
News and Media
Interactive
Community
Celebrity Angle
Schedule and Events

# The Closet Enthusiast | Customization and Personalization

Anonymous

- Site Search
- Scanner selection

- Time-based race schedule
- Surfacing smart contextual content based on browsing history
- Display where to watch race locally

Customization
(Effort required by user)

Personalization
(No effort required by user)

- Smart contextual content based on favorites (driver, team, track):
  - News
  - Social feeds
  - Color schemes

- More in-depth content surfaced as contextual content (technical, long form)
- Display community and social posts base on past social and community activity
- Time-based race schedule detailed view

Logged In
(Legacy Data)

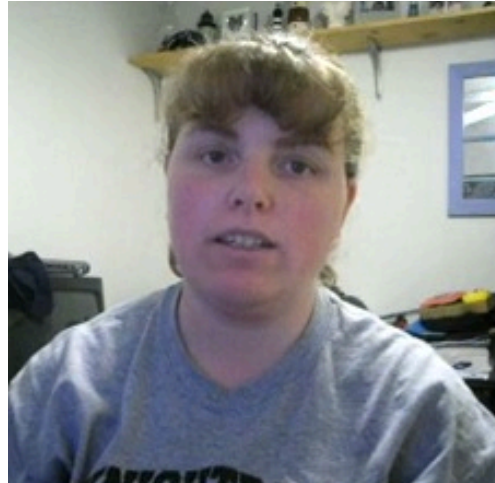# The Routine Planner | Wants and Needs



Nicole



*Follow/Learn*

- **I need to plan and host**
  - Provide the tools I need to plan gatherings to watch the race
  - Put NASCAR in context of my life
- **I need to relate to teams**
  - Behind the scenes and enhanced raceday content
  - Use social and community content to connect to drivers and crews
- **I want to extend the suspense**
  - Clear connection between weekend races and weekly activities
  - More control over enhanced race content

# The Routine Planner | Content Mix

Nicole

**Schedule and Events**
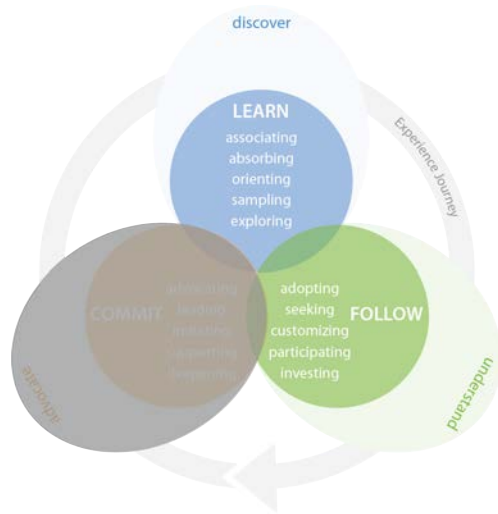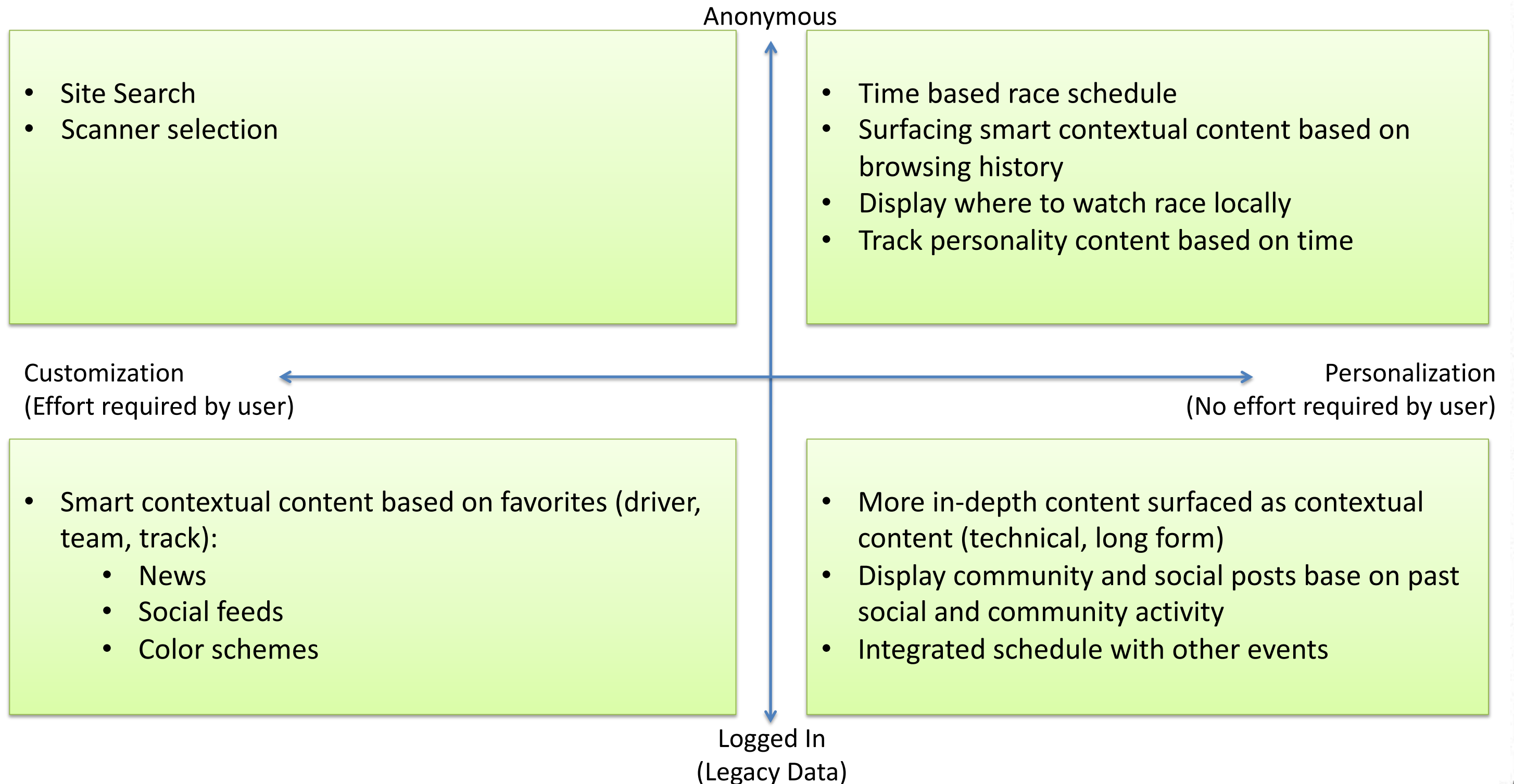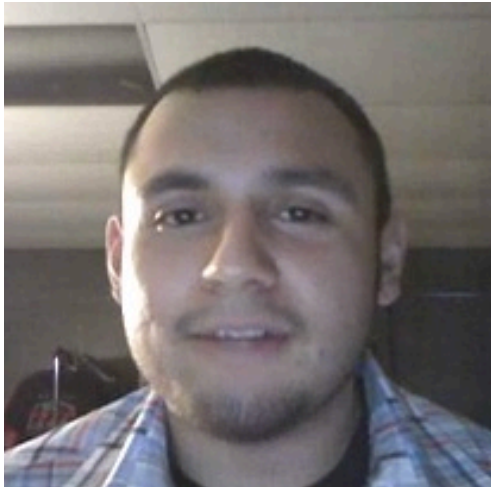**Drivers**
**Social**
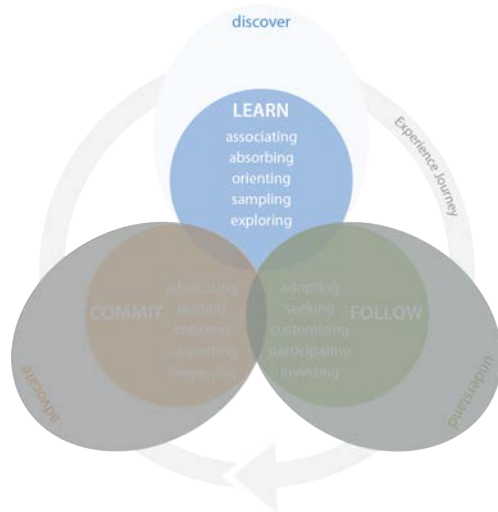Interactive
News and Media
Kids

*Follow/Learn*

# The Routine Planner | Customization and Personalization

Anonymous

**Top Left:**
- Site Search
- Scanner selection

**Top Right:**
- Time based race schedule
- Surfacing smart contextual content based on browsing history
- Display where to watch race locally
- Track personality content based on time

Customization
(Effort required by user)

Personalization
(No effort required by user)

**Bottom Left:**
- Smart contextual content based on favorites (driver, team, track):
  - News
  - Social feeds
  - Color schemes

**Bottom Right:**
- More in-depth content surfaced as contextual content (technical, long form)
- Display community and social posts base on past social and community activity
- Integrated schedule with other events

Logged In
(Legacy Data)

# The Freshman | Wants and Needs

George

Learn

- **I need education**
  - Access to educational content to explain what is happening in race
  - Give additional team and track details
- **I need a social connection**
  - Showcase trending social topics and integrated feeds
  - Highlight content provided by experts (fans and personalities)
  - Ability to connect with other fans to experience the race
- **I want sports integration**
  - Provide NASCAR news and content in context of my other sporting interests
  - Put NASCAR in context of other sports I follow

# The Freshman | Content Mix
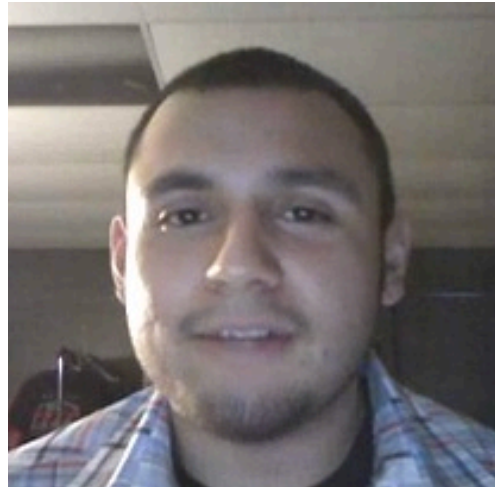
George

**NASCAR 101**
**Drivers**
**News and Media**
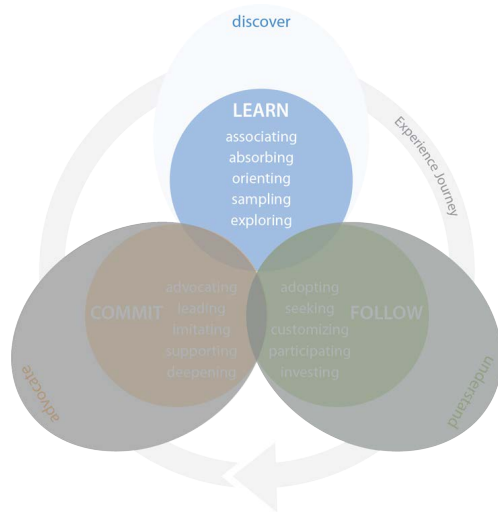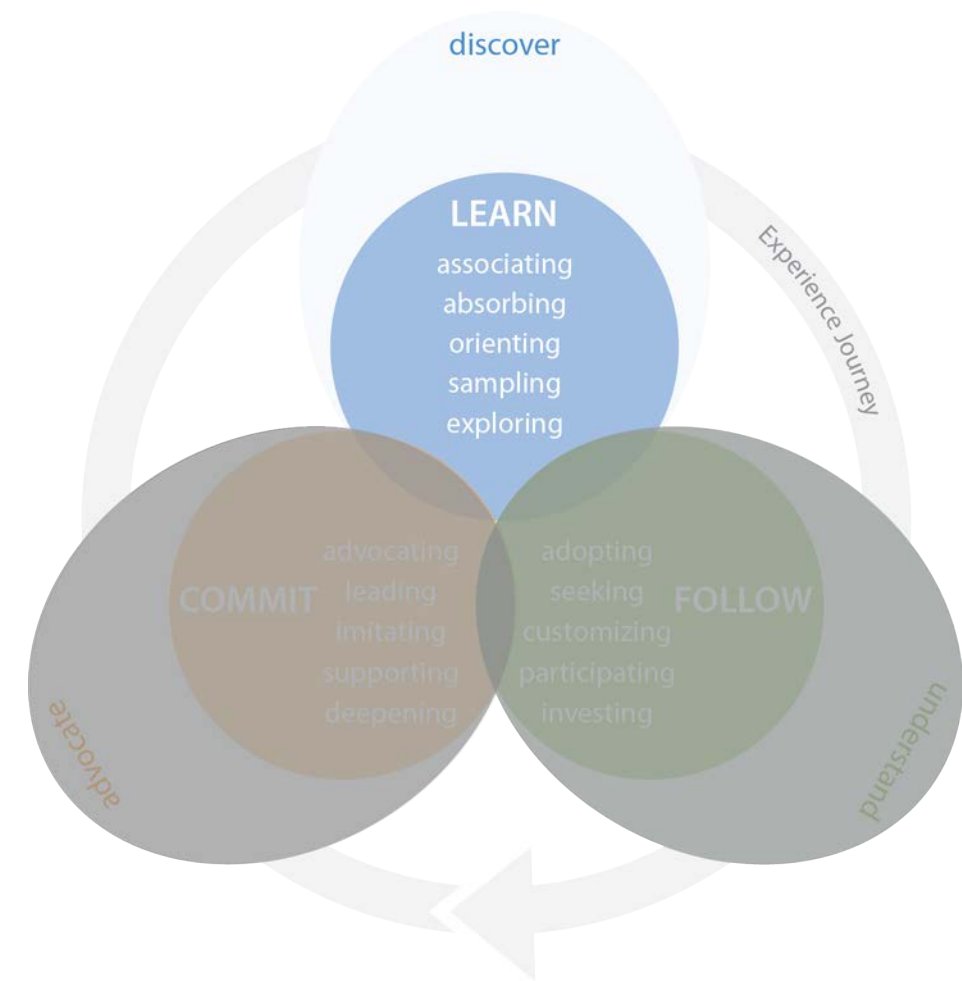Schedule and Events
Community
Social
Track
Blogs (Digital Sherpa)
Chat



*Learn*



*Learn*

# The Freshman | Customization and Personalization

Anonymous

- Site Search
- Scanner selection

- Time based race schedule
- Surfacing smart contextual content based on browsing history
- Display where to watch race locally
- Track personality content based on time

Customization
(Effort required by user)

Personalization
(No effort required by user)

- Smart contextual content based on favorites (driver, team, track):
  - News
  - Social feeds
  - Color schemes

- Display smart contextual content for education about NASCAR
- Display community and social posts from experts based on ratings and review or curation
- Integrated schedule with other events

Logged In
(Legacy Data)

# Content Model

# What is a Content Model

- It is a conceptual representation of the the content types required to support the content recommendations

- It represents groupings of pages to ascertain what page types or classifications will be required

- It does not specify what pages may look like, but it does try to account for the types of content that will be required in each area of the site

- It will be further detailed and defined as part of the design phase

# Methodology

- Two primary inputs were considered when specifying this future state content model:
    1. The current state content that must be supported by the new experience
    2. The content strategy recommendations for each persona
- Content shared certain attributes and elements were grouped together, regardless of were they appeared within the site organization
- The content model was designed with the idea of balancing the need for flexibility in presentation that will be required

# NASCAR Digital Content Model

Other Social Activation

Twitter

NASCAR.COM

Facebook

YouTube

Track

Trackpass

Fantasy/ Games

NASCAR 101

Series

NASCAR Nation

Utilities

Footer

Store

# NASCAR Digital Content Model



**Other Social Activation**

**Twitter**

NASCAR.COM

**Facebook**

**YouTube**

## Series

**News & Media**

**Schedule & Results**

**Standings and Stats**

**NASCAR Buzz**

**Drivers**

### Track

- Interactive Layout
- Map
- Weather
- History/ Personality
- Tactics
- Tickets
- Schedule/ Results
- Weather
- Track Experience
- Social Feeds

### Trackpass

- Raceview
- Scanner
- Pit Command
- Racebuddy

### Fantasy/ Games

- Fantasy Games
- Online Games
- Sweepstakes

### NASCAR 101

- History
- Rules
- The Cars
- Tactics
- Scoring/ Chase
- Tracks
- Teams
- Tech
- Fan Guidelines
- Safety

### NASCAR Nation

- Blogs
- Polls
- Forums
- Profile

### Utilities

- My Account
- Tickets
- Newsletters
- Preferences
- Kids

### Footer

- About NASCAR
- Help
- Sponsors
- Legal
- NASCAR HOF
- NASCAR Performance
- NASCAR Foundation

### Store

- Tracks
- Race Points

# NASCAR Digital Content Model