

The Rubicon CX Approach to Content & Experience

A Holistic View

2020

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1. Introduction

The content problem

Too often, companies look at content as the last river to cross for an experience, with little understanding of the content they have, or where that content will go. Many believe that it will take care of itself in a programmatic fashion.

Unfortunately that just replicates the problems that may lie with the existing content, and it doesn't take into account how content will fit within a design system, leading to a less-than-optimal experience for the audience. And ultimately, it will undermine the entire experience.

Our values & mission

Content the Rubicon CX Way

We'll cross that river with you. Our mission is to help you **transform** your content into engaging conversations that lie at the heart of an experience. It's never as easy as you think it may be. So, we think big and work tirelessly with our counterparts and clients to uncover the best approaches and designs.

We ask questions. We listen. We don't rest until we've delivered actionable recommendations and a content and experience design that will not only suit your audiences' needs, but also enable business users to easily maintain content to optimize it and keep it relevant.

The two sides of content strategy

Back-End	Front-End
Content Inventory	
Content Audit	
Content Gap Analysis	Competitive and Audience Needs Assessment
Metadata & Tagging Strategy	Voice & Tone / Messaging Framework
Metadata Specifications	Content Strategy Brief
Taxonomy	Sitemap
CMS Authoring Guidelines	Editorial Guidelines
Content Model	Content Matrix
Governance Model	Editorial Calendar
Editorial Workflows	Copydecks
Content Maintenance Strategy	Content Marketing Strategy

2. Where We've Been

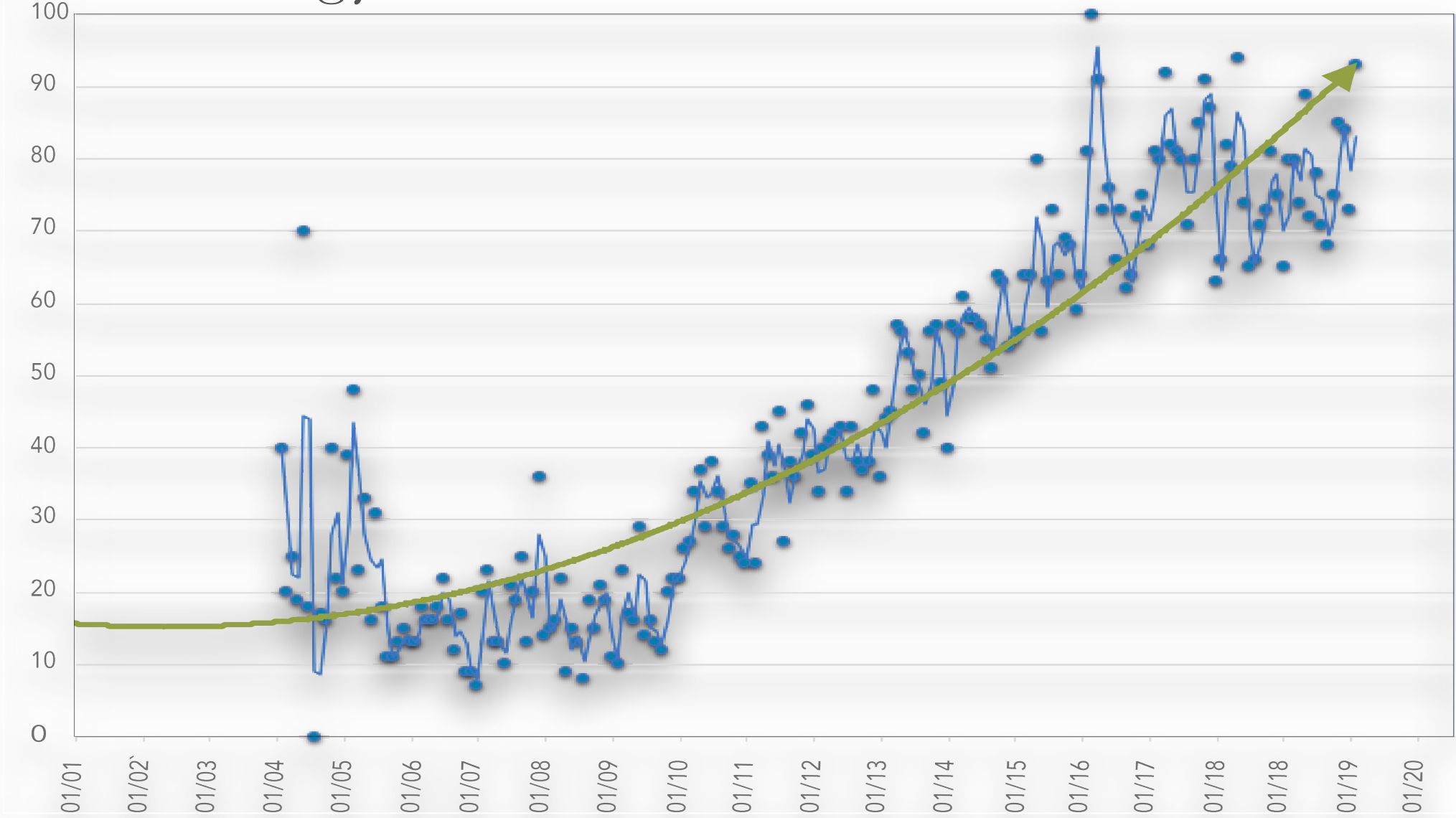
Content strategy is relatively new, right?

We're often asked how we became involved in such a new discipline.

This, however, is anything but the case. Content strategy has been around since the infancy of the web as a mature platform.

The term “content strategy” was coined independently at various digital agencies in 1998.

Content strategy searches over time



Various digital agencies coin the term content strategy and start to hire Content Strategists. **1998**

1st content strategy conference, CS Forum, takes place in Paris. **2010**

Clients begin actively seeking our content strategies and the number of agencies or consultancies. **2018**

2009 “Content strategy” starts trending in search terms, rising from 880 results in 2000 to 286,000 searches in 2008, then suddenly jumps to 4,210,000 in 2009.

2015 Kevin Nichols publishes *Enterprise Content Strategy: A Project Guide*, edited by Tim Truxell (Hi!).

2020 Rubicon CX is founded with a view to providing agencies content expertise as well as personalized, shoulder-to-consulting with companies seeking content and experience strategy

And we always ask what's next

How content strategy evolved

We started with the basics that framed the discipline

- Content inventories
- Content audits or assessments
- Content analysis
- Content recommendations or brief
- Content matrices
- Editorial guidelines
- Voice and tone
- Copywriting

We evolved through new capabilities

- CMS content modeling and metadata specification
- Taxonomies & tagging strategies
- CMS workflows
- DAM metadata specifications
- Content migration plans
- Globalization and localization plans

Today, we incorporate new models & channels

- Governance models
- Staffing plans
- Editorial processes
- Content calendars
- Content marketing
- Social content
- Mobile and responsive content
- Voice & spaces

1998

Today

2. How We Think

A long time ago...

It was all about having a great ad campaign and robust media plan. Consumers watched a commercial and did what they were told. Brand story was king.

**A push-driven brand ecosystem...
or “story yelling”**



Today...

Connected consumers have changed everything. They're a fast-moving target with:

- always-on technology
- multiple devices
- channel blur
- changed shopping behavior
- collapsed transaction times

It's a user-driven experience with storytelling and sharing.



But let's change the conversation... by starting one.

- Content is about creating conversations
- It's not brand-driven. It's not user-driven. Users are looking to engage.
- Every click or scroll.
- Every interaction is building a conversation.
- It's a response to our content.

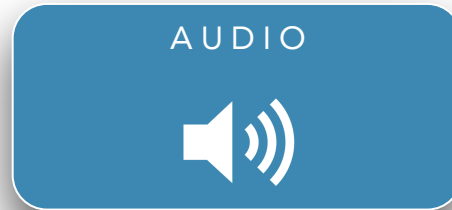


Content is...

Any recorded information that conveys meaning. And that lies at the heart of every experience.



It's all the things you see...



And a lot you don't

- Content and asset metadata (CMS & DAM)
- Taxonomy/topics
- Search metadata
- User-profile data
- Thesaurus
- Content display logic
- Data model

Good content...

It's an ongoing conversation that comes in many forms.



So how do you create good content?

Like in any conversation you:

- Gain an understanding of the user
- Communicate appropriately
- Then, they respond
- And you respond appropriately



3. Enter Content Strategy

Cliche alert!

Content strategy focuses on getting...

the right **content**

to the right **people**

in the right **place**

at the right **time**

in the right **context.**

But, that doesn't make it any less true.

Relevance & context

Meaningful conversations happen when brand goals meet user interests.



To determine the right piece of content for the experience, we need to understand the **users'** interests and **brand** goals.

First, we ask

Who is the user?

Where are they coming from?

What are they seeking?

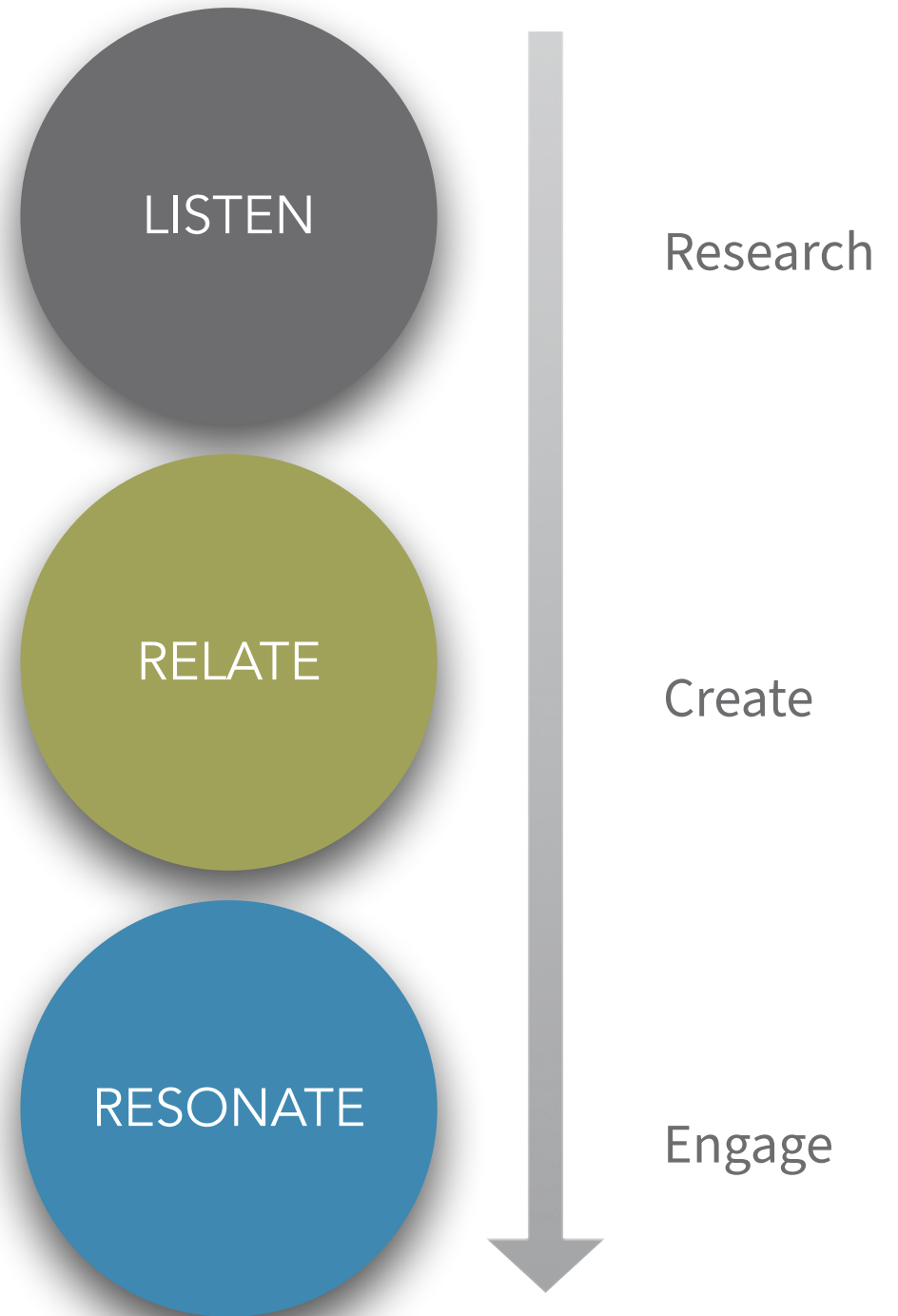
Then, we need to **listen**. What are they **feeling** at this stage of their journey?

What do they **want** to accomplish?

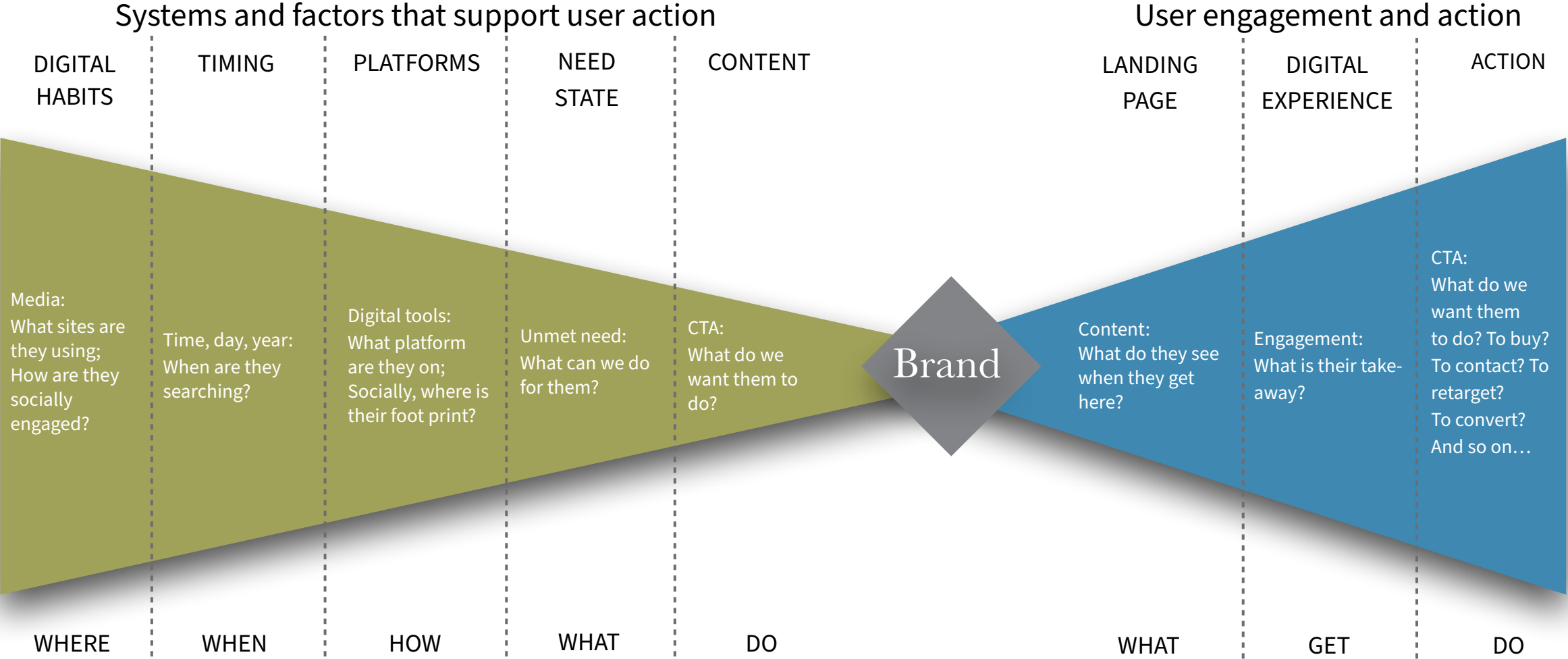
And now, what do we want them to **do**?

When we listen and understand, we can cater content to an experience so that it truly resonates.

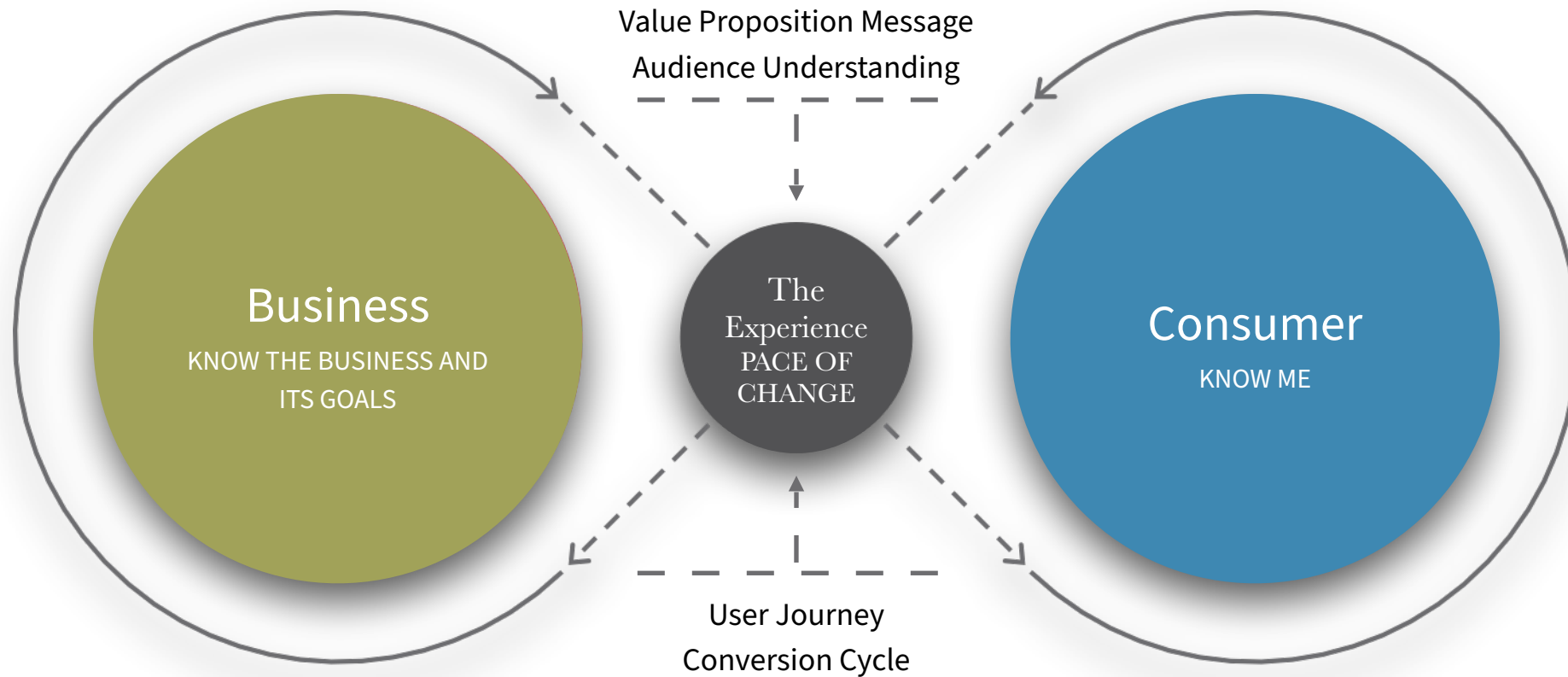
Thus, we create meaningful conversations.



So we constantly ask questions at each stage of their journey

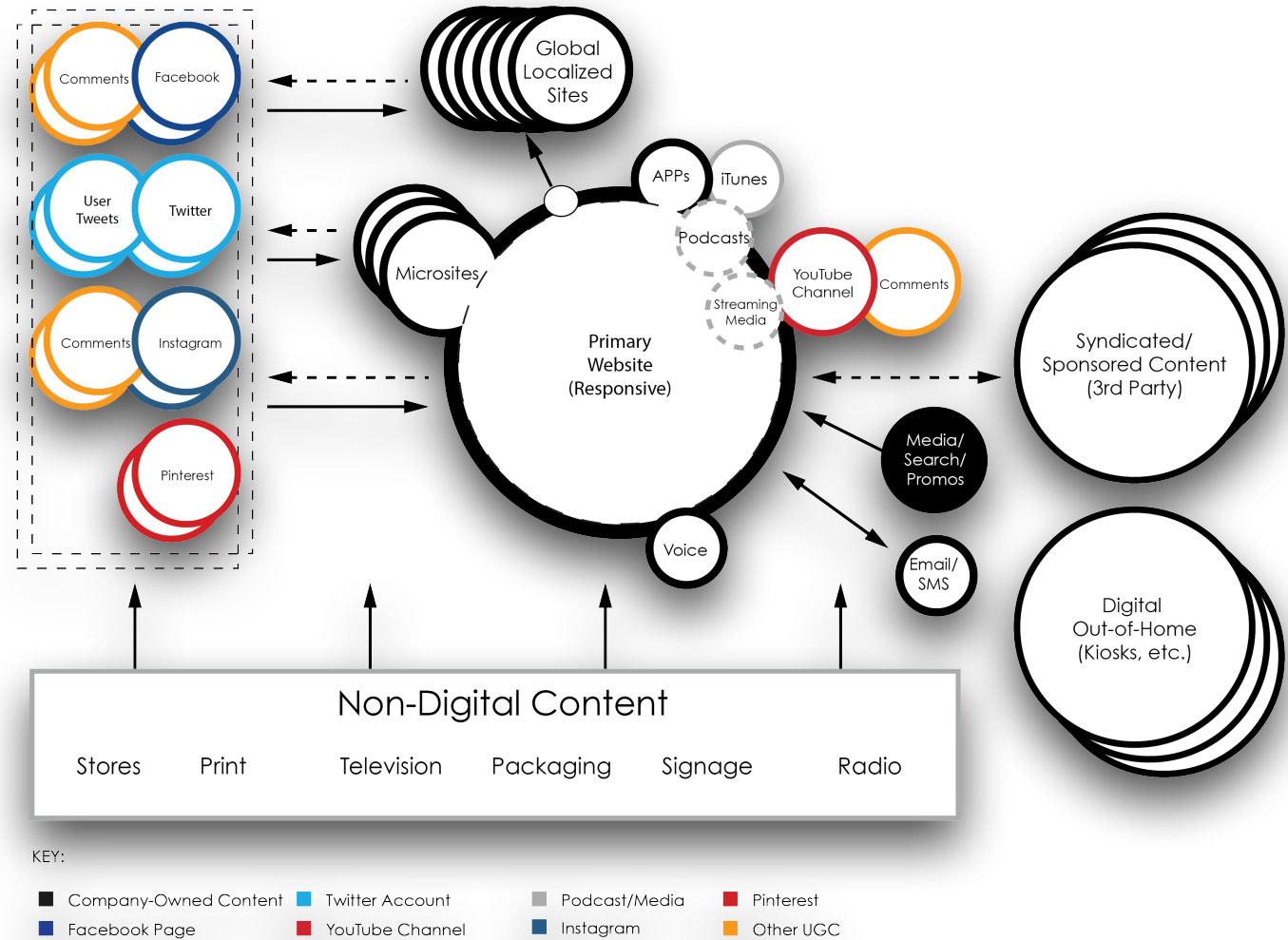


While keeping all sides of the conversation in mind

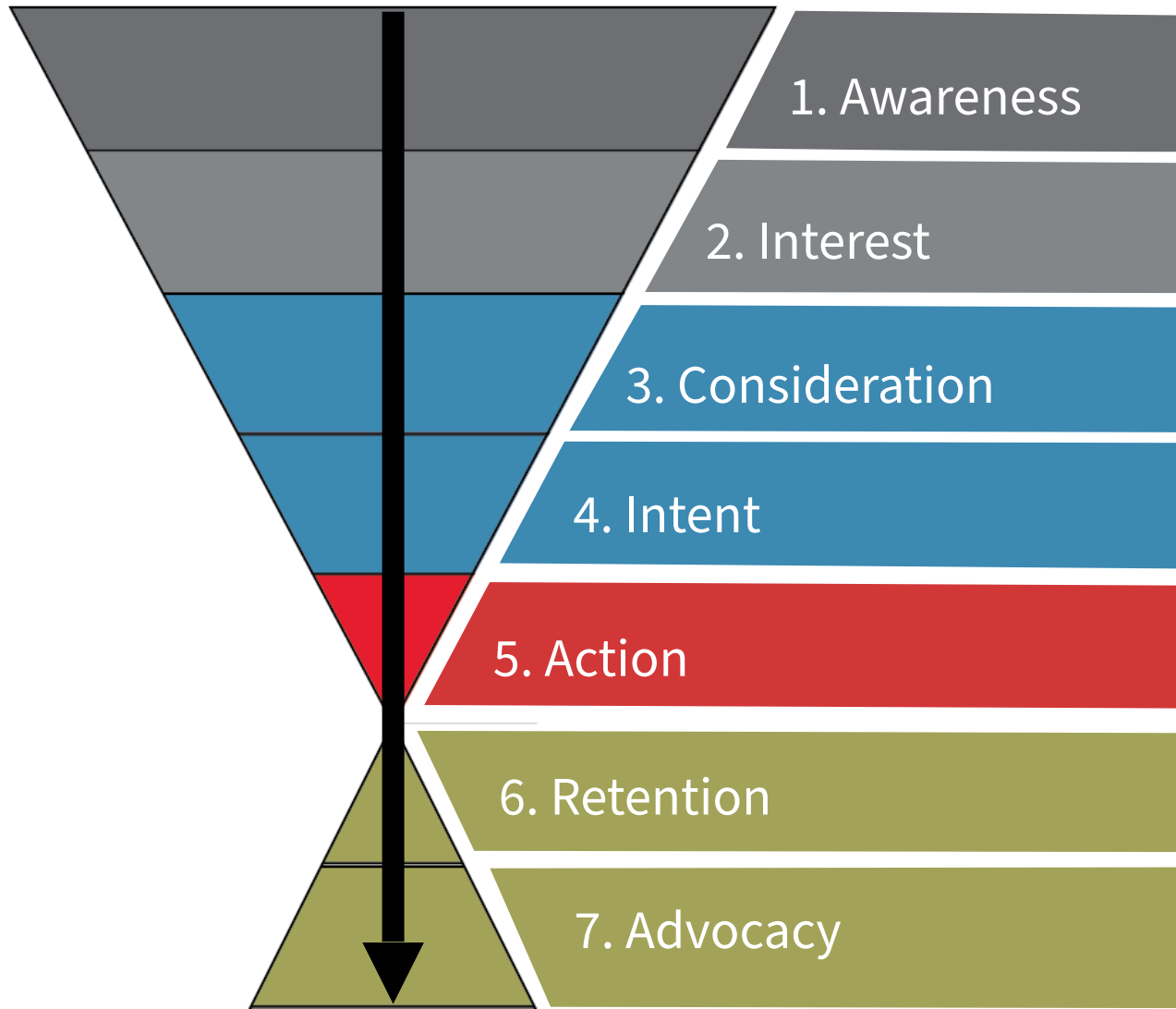


Because the user is ready to engage at any point in their journey...

It's important to not only recognize where they're at within the content ecosystem, but guide them through it.



So we guide them through the funnel



Generate awareness

Ads, fresh content, a compelling experience, and content marketing efforts

Nurture leads

Email, social content, newsletters, etc.

Provide information

Case studies and testimonials

Focus on key differentiating factors Demonstrations and ratings or reviews

Enable conversion

Provide clear and actionable calls to action

Follow up

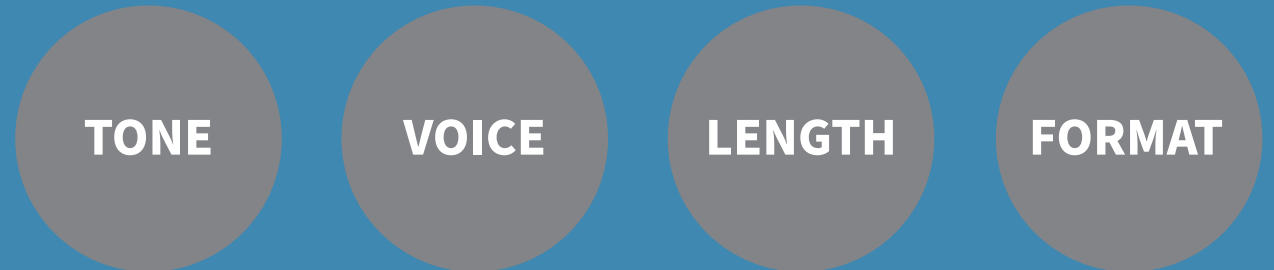
Enabling seamless customer service, follow-up, cross-sell, up-sell, and support

Enable sharing

Social sharing and ongoing conversation

A user will have different needs at different points in their journey

And their emotional state may change at those points.



All of these should all be top considerations to maintain engagement. And push users toward their goals.

We continue the conversation through different outlets

LOCALIZED CONTENT

SOCIAL CONTENT

CURATED CONTENT

USER-GENERATED CONTENT

FILES

CONTENT MARKETING

SYNDICATED CONTENT

PERSONALIZED CONTENT

CREATED CONTENT

AUDIO ASSETS

VISUAL ASSETS

...so the conversation becomes an experience.

“The experience is the brand.”

- Clement Mok

It's even truer today than when he said it
in the 90s.

4. Putting it to Work

We look at the big picture

The Experience

Always consumer-centric. This is the journey that defines the content experience for the end-user. Design a targeted content solution to support an enterprise content and experience strategy. Then, create compelling content to move users through the funnel. It's the conversation.

Content Delivery

Connected Digital & Print Platforms

Determines the model necessary to acquire, create, maintain, and optimize content and assets—wherever they are delivered. **Drives toward branded engagement.**

Content Governance

Ecosystem Evolution

Designs the operational processes and mechanisms that are required to ensure the continued success of content and assets. **Maintains and evolves the ecosystem.**

Brand & User Knowledge

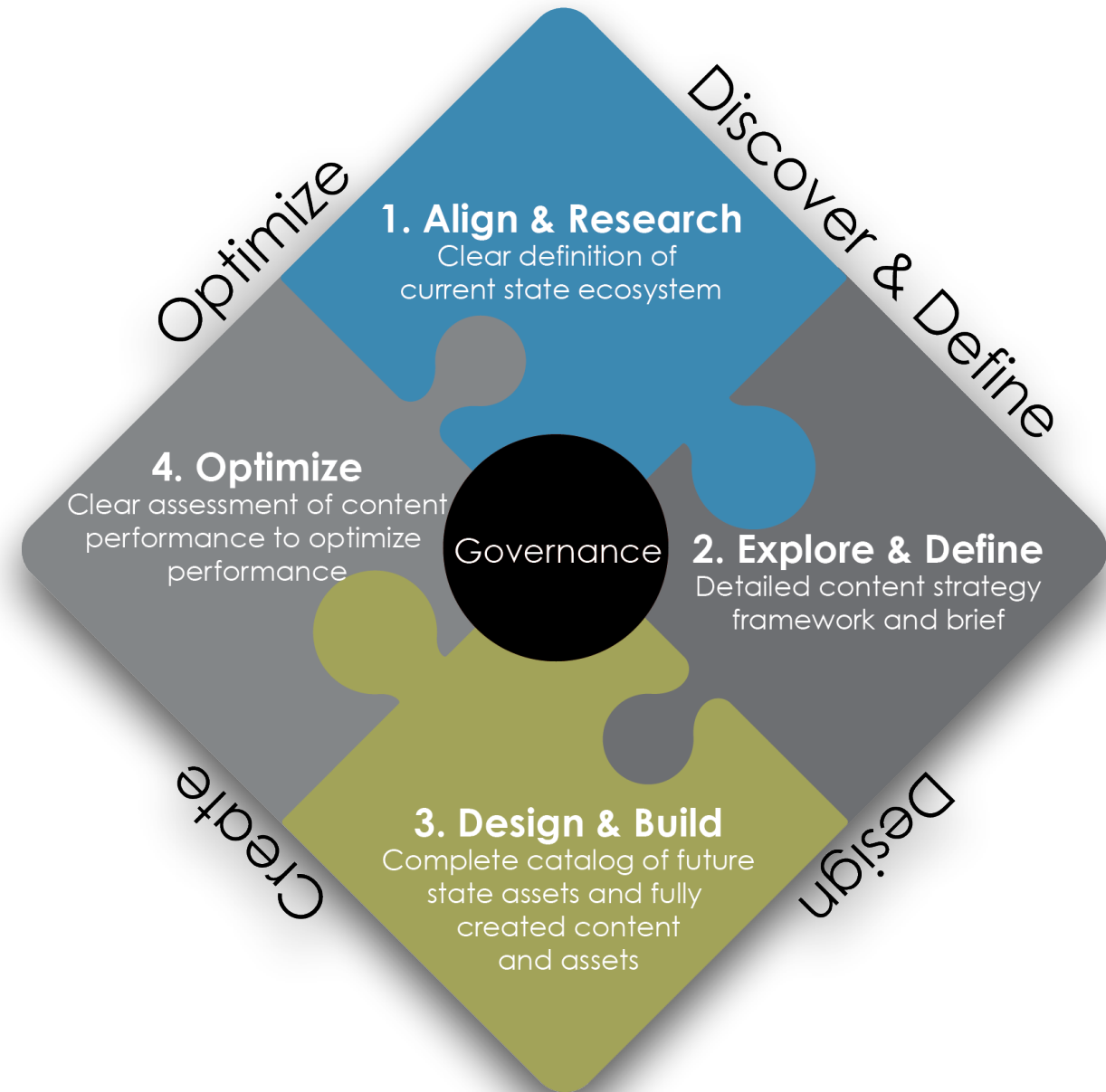
The foundation of everything. We leverage brand knowledge and user insights to inform what our goals are and how we will reach them.

Because bad things can happen without content strategy

- Insufficient and poor quality content
- Poor user satisfaction or attrition
- Broken or misunderstood brand promises and inconsistent brand experiences
- Content that doesn't meet user needs
- Frustrating internal content production processes
- Legal risks through circumvented processes
- Inefficient use of expensive and powerful technology
- No understanding of content's scope, reach or depth
- Lack of clarity around content's location
- Off-brand, outdated, inconsistent, and redundant content
- Poor or unrealized SEO value
- Broken or no personalization
- Missing cross-sell and up-sell opportunities or related content
- Lack of content ownership or responsibility
- Ineffective content localization
- Lack of governance to control quality and set focus
- Inability to understand or respond to user needs

How it fits together

- Consider content ecosystem holistically
- Continually think about context
- Know why you're doing something
- Be timely & relevant
- Always measure & optimize
- Always evolve & build scale



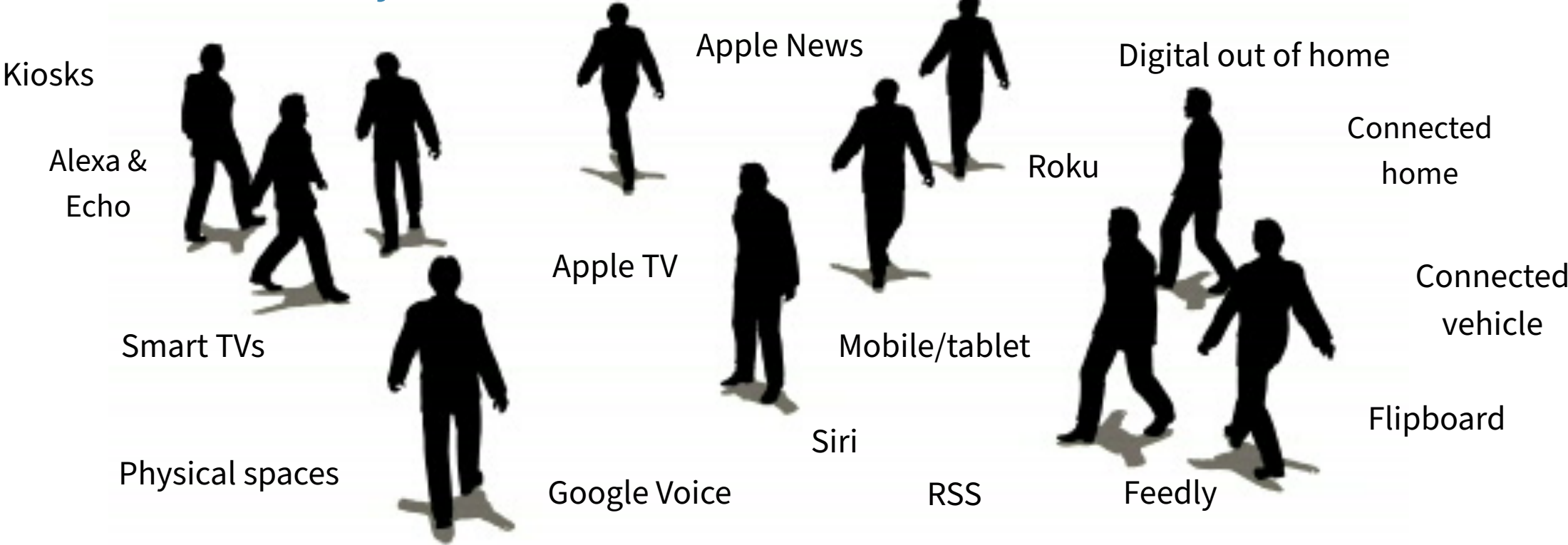
We can help

- ✓ Pitch for any project that deals with the content in a digital experience
- ✓ Any project that will require the creation of new content or any modification/migration of existing content
- ✓ Any project that will make content recommendations for a future-state experience
- ✓ Designing new digital experiences that include content, including omni-channel experiences
- ✓ Website Redesigns
- ✓ Metadata & tagging strategies for content and assets, including taxonomies
- ✓ CMS re-platforms / CMS implementations
- ✓ DAM implementations
- ✓ Analytics
- ✓ SEO and Keyword Strategy

5. Looking to the Future

What we need to think about now

Meet users where they are:



Tailor information to their needs:

Customization | Personalization | Globalization & Translation | Localization | In-Vehicle Experiences
In-Home Experiences | Chat Bots | Voice & Other Interfaces | Accessibility | Physical Spaces

Where does content marketing fit in?

Content marketing is not a replacement for or an analog of content strategy—it's a tactic that requires an overarching content strategy to support it. It's a tool in a larger toolbox.

Effective content marketing requires:



**CONTENT
STRATEGY**



SEO



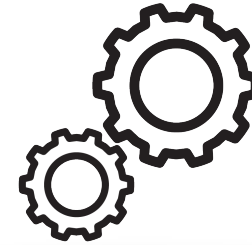
ANALYTICS



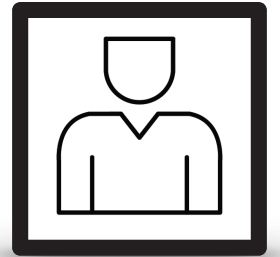
SOCIAL



COPYWRITING



**METADATA &
TAXONOMY**



DIGITAL ASSETS

Content marketing is a still growing opportunity

Bought → **Owned** → **Earned**

SEO | SEO | UGC | Content | Organic Traffic | Engagement Levels | Brand Authority

Content marketing allows us to create tailored user journeys through tagged content. The more **content** we have, the more **confidence** they gain.

In the brand

*relevant,
educational,
inspirational,
etc.*

It's a mutually beneficial relationship.

About Rubicon CX

2020

Leadership – experience you can rely on for the experience



Executive Director, Content & Experience

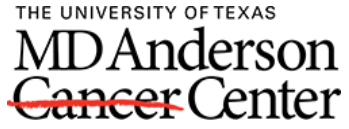
Timothy Truxell is the principal of Rubicon CX, a full service content and experience strategy consultancy. He was previously a Senior Group Content Strategy Director and national content practice lead for Rightpoint, based in Atlanta.

Tim has also worked as a content strategist for over 20 years, including twelve and a half years at Sapient, where he helped build its content strategy practice. He focuses on determining how content will best contribute to the overall user and brand experience for both customers and business users.

He is equally comfortable on both sides of the content strategy line: the traditional "creative" brand side and the technical, system side of content design.

Warning!

Obligatory brand slides ahead....





JOHN DEERE



carter's®



Neiman Marcus





And a tech slide too....



Adobe
Experience
Manager



sitecore®

SDL*



Airtable



opentext™

COVEO



GatherContent

All the usual as well as other dinosaurs that still roam the earth...

Thank you.