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How to build a culture of content

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The leading industry event by digital marketers for digital marketers

Key challenge for content / SEO teams

*Different stakeholders with different interests with varying levels of understanding around how to write and syndicate content creates a **culture of conflict**.*



Marketing

- Messaging
- Campaigns
- Spend



Product

- Features
- Support
- Compliance



Sales

- Sales
- Sales
- Sales



UX

- Creative
- Design
- Personas

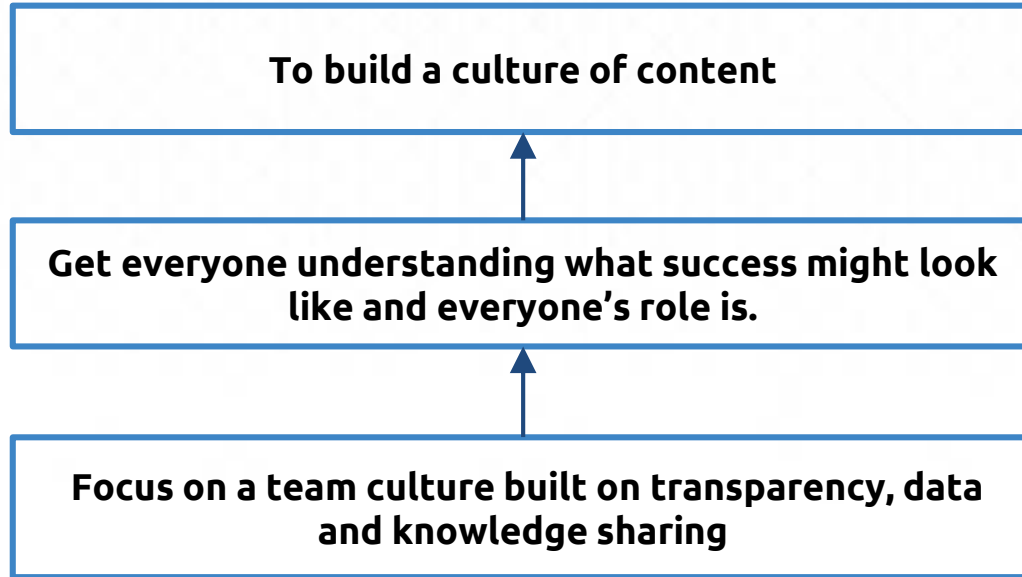


Development

- Apps
- Security
- CMS

Takeaway for today

“Culture mapping is about scaling behaviours, not things” - Rowena Westphelan, Salesforce.com



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Agenda

1. State of digital in Australia
2. A change of culture is a change of behaviour
3. Learning canvas
4. Competitor research
5. Customer mapping
6. Content plan
7. RACI

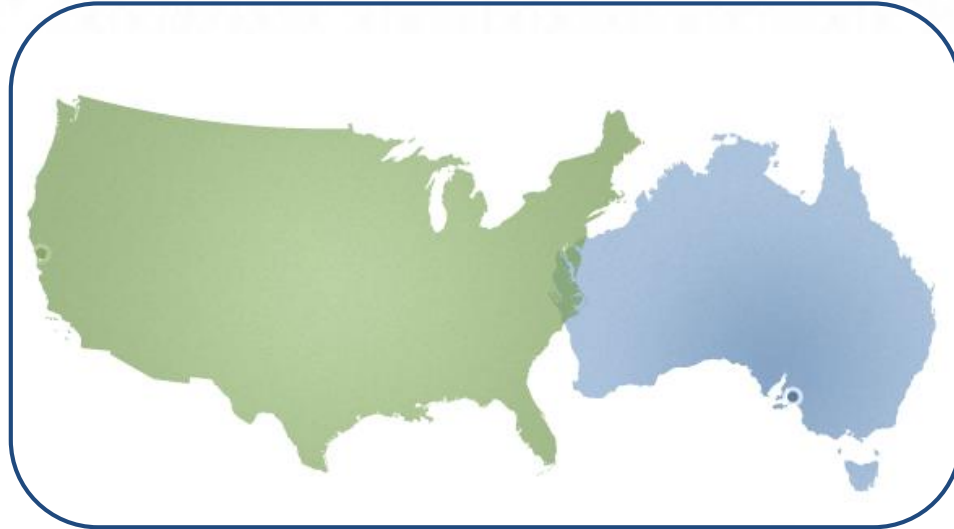
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State of digital in Australia

Population
Aus: 23.13m
Texas: 26.96m



Time spent
(desktop)
Aus: 4.1hrs/day
USA: 4.9 hrs/day

Net use
Aus: 89%
USA: 87%

Time spent (cell)
Aus: 2.5hrs/day
USA: 1.5 hrs/day

Connections per 100 citizens
Aus: 133
USA: 103

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A change of culture is a change of behaviour

This would need a content strategy that is inclusive and considerate of current behaviours

Content strategy

=

Research

Research is more than just numbers, it's a fact finding mission

1. Web & Sales data
2. Learning canvas
3. Customer proposition
4. Calendars
5. Competitors
6. Customer mapping

+

Content plan

Who does what when

1. RACI
2. Recommendations
3. Content schedule
4. Continuous improvement



Learning canvas

WHY

Get everyone on the same page and eliminate all assumptions

"The canvas distills the key areas of a business model into one simple, neat storyboard."

WHAT

This can include:

- Risks
- Opportunities
- Goals
- Hypotheses
- Supporting context
- Customers

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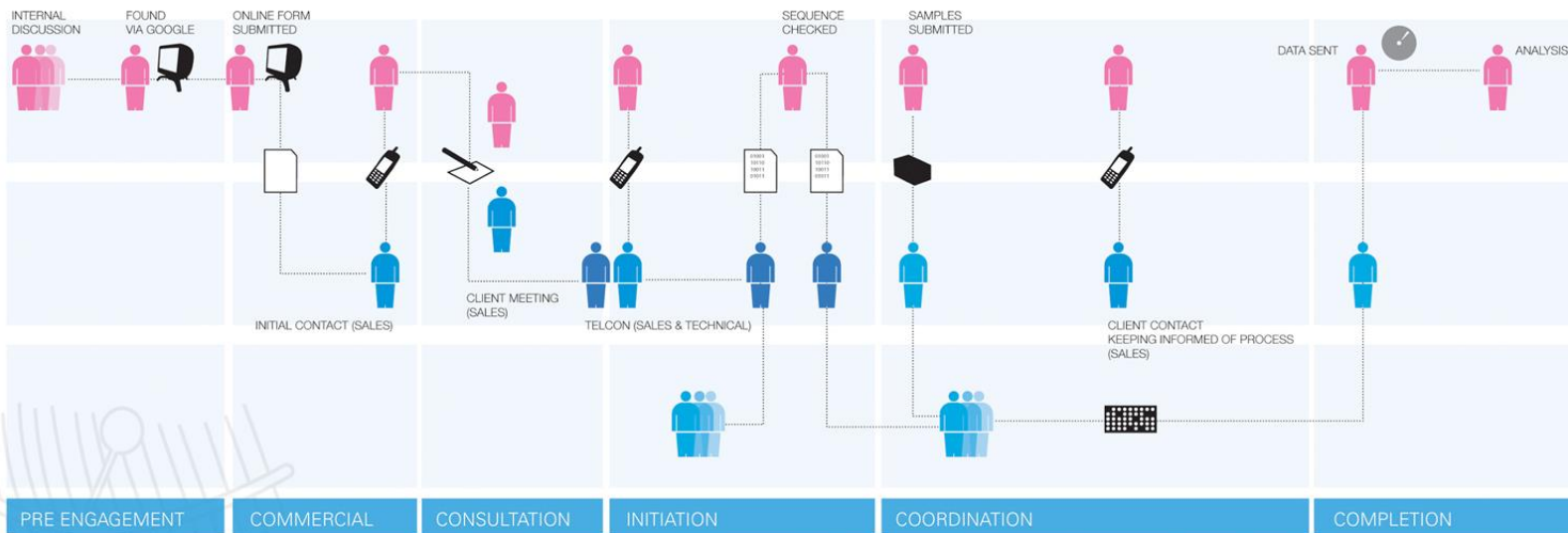
Customer mapping

WHY

'Voice of the customer is the heart of a connected company. - Dave Gray

WHAT

"The sum of all experiences a consumer has with a supplier of goods or services, over the duration of their relationship with that supplier."



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Customer mapping - Content

WHY

Exploring as a group brings it together

WHAT

This is an exercise where you map your content to a mapping of your customer journey to discover opportunities to optimise and gaps in your content.



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Plan - Responsibility assignment matrix

WHY

Ambiguity will cause chaos and confusion

WHAT

"A matrix that is useful in clarifying roles and responsibilities in cross-functional or departmental projects and processes"

Types:

1. [PACSI](#)
2. [RASCI](#)
3. [RASI](#)
4. [RACIQ](#)
5. [RACI-VS](#)
6. [CAIRO](#)
7. [DACI](#)
8. [RAPID](#)
9. [RATSI](#)

RACI

Responsible

Those responsible for the performance of the task. There should be exactly one person with this assignment for each task.

Accountable

Those who assist completion of the task.

Consulted

Those whose opinions are sought and with whom there is two-way communication.

Informed

Those who are kept up-to-date on progress and with whom there is one-way communication.



Example

*This is an example where you map keys tasks with roles and responsibilities. This will provide clarity on who not only does what but who owns it, **who needs to know about it** and how it's communicated.*

| | Responsible <small>Does the work</small> | Accountable <small>Oversees the work</small> | Consulted <small>Influences the work</small> | Informed <small>Knows what's happening</small> |
|-------------------------------------|---|---|---|---|
| Brainstorm ideas | Senior Editor | Marketing Manager | Subject Matter Experts | Copywriter |
| Create editorial calendar | Senior Editor | Marketing Manager | | Copywriter, Subject Matter Expert |
| Write first draft | Copywriter | Senior Editor | Subject Matter Expert | |
| Review, edit & proof-read | 2nd | Senior Editor | Copywriter | |
| Find photos | Designer | Senior Editor | Subject Matter Expert | Copywriter |
| Upload, approve & publish | Senior Editor | Marketing Manager | Subject Matter Expert | Copywriter |
| Promote on social media | Marketing Assistant | Marketing Manager | Senior Editor | |
| Monitor & report | Marketing Assistant | Marketing Manager | Senior Editor | |
| Review: Update? Retire? Archive? | Copywriter | Senior Editor | Marketing Manager | Subject Matter Expert |

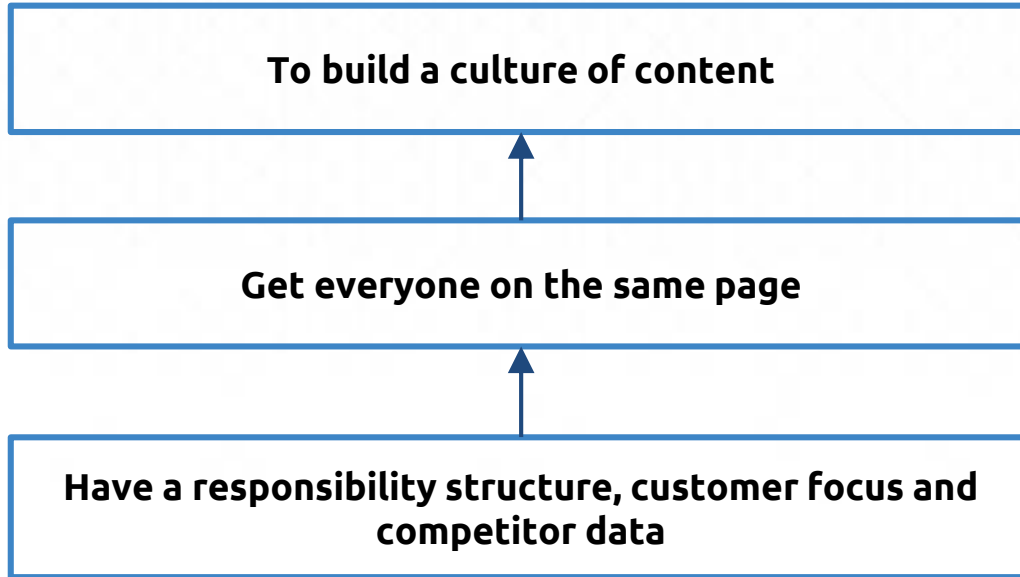
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Takeaway for today

“Culture mapping is about scaling behaviours, not things” - Rowena Westphelan



Final takeaway for today



**Vegemite must be eaten
on toast, thinly spread.**

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... not as chocolate

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THANKS!

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Appendix

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Research is more than just numbers

It's a fact finding mission

1

Web analytics and sales data

Understanding your on-site performance is key to determining what success looks like as well as quick wins

2

Learning Canvas

The **agile** canvas distills the key areas of a business model into one simple, neat storyboard.”

3

Customer Value Proposition

A customer value **proposition** is a marketing statement that describes why a customer should buy a product or use a service.

4

Calendars

Understanding everything that happens around the business is key to understanding your stakeholders leveraging other programs and knowing when to publish. E.g. media buying, blog, editorial, etc

5

Competitor research

This provides insights on the competition and segment that your stakeholders may not be aware of. This includes word clouds and content performance reporting from BrightEdge

6

On-site audit and customer mapping

A UX methodology that uses on-site data and a mapping of the customers provides assurances that the customer is top of mind and content gaps can be identified

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Content plan

1

Organisational structure (RACI)

By determining roles and responsibilities right at the start, this may prevent any disagreement around roles and responsibilities

2

Recommendations

Throught analysis of the data from the audit, recommendations and explanations for them can be determined

3

Content schedule

Through collaboration with different parts of the business and data from Google trends, a targeted calendar of content can be formulated.

4

Continuous improvement

A content audit and plan is designed to live and breathe, continue to plan to update and improve these to determine new activities

