CONTENT STRATEGY FOR THE REAL WORLD

Web 2.0 Expo San Francisco | 05.06.2010
“Auto Pilot” - Financial Goals

Joe Jones

- 34 year old
- Commercial airline pilot
- Married with newborn

• Joe is a 34 year old commercial airline pilot.
• He jokes that he is a “pretty boring guy.”
• Remembers his small town childhood fondly, but is grateful that he moved away when he did.
• Three months ago, their first child was born, an unplanned, but welcome surprise.
• Since the birth of the baby Joe has started to focus on the financial health of the family. He started a college fund for the baby, with small contributions each month.
• Small balances on his credit cards (he usually pays off each month) since the unexpected pregnancy and expenses that come along with preparing for a new family addition. “Who knew that diapers could cost so much?”
• Credit report is rarely considered, but requests copies at milestones, such as home purchase in 2000

Needs

• Joe needs security, comfort, stability and honesty
• Joe expects respect and humor
• Joe hates being undermined or deceived

http://www.mollystevens.com/portfolio.html
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SKILLS.ORG

New Business Developer

Account Manager

Project Manager

Producer

Business Analyst

Web Analyst

User Experience Architect

Information Architect

Designer

Production Assistant

Developer

Programmer

Technical Assistant

Server Admin

Web Writer
LIES WE TELL OURSELVES.
THIS IS COPYWRITING.
THIS IS CONTENT.

- Audit
- Analyze
- Strategize
- Categorize
- Structure
- Create
- Review
- Approve
- Publish
- Update
- Archive
CONTENT IS A CRITICAL BUSINESS ASSET.
CHANGE IS UPON US. (WOO-HOO!)
CONTENT STRATEGY

... plans for the creation, curation, sharing, and governance of content people care about.
• Text and data

• Graphics

• Video and animation

• Audio
TEXT IS . . .

- Page copy
- Articles
- Links
- Labels
- Flash elements
- Alt tags
- Error messages
- Task instructions
- Forms
- Search results
- Metadata
- All of it
STRATEGY

... is a plan for obtaining a specific goal or result.
NOT JUST . . .

- What
BUT ...

- What
- Why
- How
- For whom
- By whom
- With what
- When
- Where
- How often
- What next
HOW DOES IT WORK?
PLAN.
CREATE
CURATE.
SHARE.
GOVERN.
PROCESS

- What do we have?
- What are we trying to do?
- What do our content ecosystems look like?
- What are our opportunities, risks, and success metrics?
- The Plan
PROCESS

- What do we have?
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PROCESS

- What do we have?
- **What are we trying to do?**
- What do our content ecosystems look like?
- What are our opportunities, risks, and success metrics?
- The Plan
PROCESS

- What do we have?
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INTERNAL STATE OF AFFAIRS
PROCESS

- What do we have?
- What are we trying to do?
- What do our content ecosystems look like?
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PROCESS

- What do we have?
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THE PLAN

Content recommendations for your project:

- Overall messaging
- Launch priorities
- Content hierarchy
- Content structure
- Page-level recommendations
- Editorial guidelines
- Calendar
- Workflow
- Delivery
- Maintenance
THE PLAN

Deliver
1. Push
2. Pull
3. Exchange

Govern
1. Guide
2. Measure
3. Maintain

Create
1. Source
2. Execute
3. Approve
WHY DO YOU NEED IT?
Together, we can build a sustainable health care future.

The 76,000 men and women of UnitedHealth Group are committed to comprehensive, bipartisan health reform because we believe everyone deserves access to quality health care.

We have proposed market reforms that will guarantee quality, affordable and portable coverage for all Americans, regardless of gender, health status or pre-existing conditions. These changes must be accompanied by a personal coverage requirement that brings everyone into the system, protects American families who are already insured, and keeps coverage affordable and accessible for all.

And we remain committed to fostering a constructive discussion. To that end, we formed the UnitedHealth Center for Health Reform & Modernization.
**Insurers Begin to Halt Harmful Practices**

In response to a letter from Secretary Sebelius, WellPoint announces it intends to immediately stop the practice of rescinding coverage for ill patients earlier than required by the new health reform law.

**Your Questions Answered**

**Q:** What if my small business doesn’t offer insurance today, but I choose to start offering insurance this year. Will I be

**Learn About the Affordable Care Act & HHS’s Role in Implementing It**

Learn what is in the new law and what HHS is charged with doing and what we are responsible for.

**Health Reform Blog**

WellPoint’s Announcement Letter
by Jenny Backus, Acting Assistant Secretary for Public Affairs | Posted April 27, 2010
Insurance today, but I choose to start offering insurance this year. Will I be eligible for these tax credits?

A: Yes. The tax credit is designed to both support those small businesses that provide coverage today as well as those that newly offer such coverage.

The new health reform law includes a series of authorities and responsibilities for the Department of Health and Human Services. The law also calls on the Department to publish information regarding these new authorities. Information regarding the new law, the Department's role and links to more information can be found by clicking here.

Secretary Kathleen Sebelius released the following statement tonight on WellPoint's announcement that it intends to end the practice of rescinding patients' coverage in advance of the Affordable Care Act's requirement that insurers stop this practice starting this fall.

Read more...

More Support for Young Adults
by Nancy-Ann DeParle, Director of the White House Office of Health Reform | Posted April 27, 2010

One of the most important provisions in health reform for young adults and their families is the new provision that allows young adults to stay on their parents' health care plan until age 26. This provision takes effect on September 23, 2010, and it could help more than 4.7 million uninsured young Americans.

Read more...

Join the Discussion at
Our Weekly Web Chats

Take Part In Our Weekly Web Chats on Health Reform Where You Live

Get the latest news on health reform implementation in your state and get the latest statistics on why reform is so important.
Current Releases

05/05/2010 - 06:06 PM
TRICARE Management Activity Notifies Humana Military Healthcare Services of Action Regarding South Region Contract

05/03/2010 - 06:00 PM
Humana Selects Omnicom Group as National Advertising Agency

04/30/2010 - 01:36 PM
Humana Medicare Products to be Distributed Nationwide Through eHealth

04/29/2010 - 01:30 PM
Humana Inc. to Present at the Deutsche Bank 35th Annual Health Care Conference

04/28/2010 - 12:15 PM
Individual-Market Rescission Reforms Required By Health Reform Law Already In Place At Humana Since 2008

04/28/2010 - 11:30 AM
Humana Invites Utah Charities to Apply for $100,000 Grant
TIMELINESS
Search results for “health care reform small business savings”

Health Care Reform Memo Library *New*
Health Care Reform Memo Library - Deloitte Center for Health Solutions Publication. Health Care Reform memo library (CHS - Innovation Centers). © Copyright © 2010 Deloitte Development LLC. Health Care Reform Memo Library A weekly update on activities in the administration. The health care reform memos are issued on a weekly basis, highlighting news from the previous week’s activities in the administration, and implications for the C-suite and various stakeholder groups. The purpose of these memos is to provide current news on various health care reform efforts. Track new ways that affect various stakeholder groups, including health plans, providers, life science companies, federal and state government, large employers, and most importantly, consumers. AHA endorsement: GDP below forecasts CCHIT certifies 14 EHR vendors Senate bill update Significant
Lower Premiums, Stronger Businesses: How Health Insurance Reform...

... 10 This means that with health insurance reform, the average small business would have a reduced cost. For smaller firms with less than 10 employees, the savings could be...

healthreform.gov/reports/smallbusiness2/ - 36k - 2010-04-27

[PDF] Relief from crushing premium increases.

... 10 This means that with health insurance reform, the average small business would have a reduced cost. For smaller firms with less than 10 employees, the savings could be...

healthreform.gov/reports/smallbusiness2/smallbusiness2.pdf - 2009-07-01
[ More results from healthreform.gov/reports/smallbusiness2 ]

Reports on Health Reform

... A new report A Success Story in American Health Care: Eliminating Infections & Saving Lives in ... Helping the Bottom Line - Health Reform and Small Business ...

healthreform.gov/reports/ - 55k - 2010-04-27
SATISFACTION
Health Care Reform: ADP TotalSource is on the Case

You can count on ADP TotalSource to help you navigate through health care reform legislation, understand the impact on your business and stay in compliance with the regulatory changes.

What does this mean to you? While many provisions of the health care reform legislation will take effect over the next several years through 2015, certain reforms will be more immediate. Learn more about Health Care Reform.

ADP TotalSource has answers to your questions about health care reform and the potential impact to your bottom line.

Our clients have the advantage: access to a team of experts who continually monitor the process, the legislation and what it all means.

As a professional employer organization (PEO), ADP TotalSource provides integrated services which enable business owners to cost-effectively outsource the management of human resources, employee benefits, payroll, workers’ compensation and more.

Our HR experts provide the tools, support and guidance you need to determine the effects on your business and to comply with any changes in the regulatory framework.

ADP TotalSource delivers compliance and HR best practices that protect your business and keep your employees engaged so you can focus on revenue-producing activities that improve your company’s bottom line.

Complete the form to the right to receive a complimentary timeline on the key provisions of the health care reform legislation – including those that take effect...
Healthcare Reform

Health Care Reform
www.Deloitte.com/us - Get insight into the latest health reform developments. Learn more!

Health Reform
The new health reform law includes a series of authorities and responsibilities for the...
Healthcare Reform & Insurance Companies March 23, 2010...
The Obama Plan - Time Line & Events - FL - Reports
www.healthreform.gov/ - 9 hours ago - Cached - Similar #1 in Health Care Reform

Health Care Reform News - The New York Times
topics.nytimes.com › ... › Health Insurance and Managed Care -
Cached - Similar #23 in Health Care Reform

Health care reform - Wikipedia, the free encyclopedia
Health care reform is a general rubric used for discussing major health policy creation or changes—for the most part, governmental policy that affects...
en.wikipedia.org/wiki/Healthcare_reform - 17 hours ago - Cached - Similar

News results for healthcare reform
Healthcare Reform Executive Briefings Prepare Healthcare Providers ... -
2 hours ago
*Our work as an alliance has been informed by a deep understanding of where reform is going and how to lead the change. Now that healthcare reform is law, ...
EON: Enhanced Online News (press release) - 43 related articles »
Quinn urges lawmakers to pass healthcare reform -
Health Care Reform

How will it shake out?

National health reform is here. The Patient Protection and Affordable Care Act and the reconciliation bill are now law. Together, they will trigger sweeping changes and disruptions — some rather quickly and some over many years. What are the implications for you and your business?

From health policy debates to Congressional Budget Office analyses, Deloitte continues to provide insight into the latest health reform developments. Read an open letter about how we are working to make a difference or explore the links below to learn more.

Featured Insights

What Now? Health Reform Implications by Sector

Learn how the new health reform law may impact you and other industry stakeholders and explore the smart first steps that may help your organization succeed in the post-reform environment.

May 3, 2010: Health Care Reform Memo

Health reform bills passed: What’s ahead? Explore the perspective that breaks down the implications of the historic vote. Review a listing of the 2010-2011 changes that will be most noticeable to consumers and the “factual.”
CONTEXT
HOW CAN YOU START?
#1: AUDIT
# BrainTraffic Content Inventory: Current state website

**June 15, 2009**

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<td>Our Portfolio</td>
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<td>Links to client websites and work</td>
</tr>
<tr>
<td>3.0</td>
<td>Our People</td>
<td><a href="http://www.braintraffic.com/our-people/">http://www.braintraffic.com/our-people/</a></td>
<td></td>
</tr>
<tr>
<td>3.4</td>
<td>Angie King</td>
<td><a href="http://www.braintraffic.com/our-people/angie-king/">http://www.braintraffic.com/our-people/angie-king/</a></td>
<td>Bio</td>
</tr>
<tr>
<td>3.5</td>
<td>Beth Johnson</td>
<td><a href="http://www.braintraffic.com/our-people/beth-johnson/">http://www.braintraffic.com/our-people/beth-johnson/</a></td>
<td>Bio</td>
</tr>
<tr>
<td>3.6</td>
<td>Christine Benson</td>
<td><a href="http://www.braintraffic.com/our-people/christine-benson/">http://www.braintraffic.com/our-people/christine-benson/</a></td>
<td>Bio</td>
</tr>
<tr>
<td>3.7</td>
<td>David Bowen</td>
<td><a href="http://www.braintraffic.com/our-people/david-bowen/">http://www.braintraffic.com/our-people/david-bowen/</a></td>
<td>Bio</td>
</tr>
<tr>
<td>4.0</td>
<td>Our Blog</td>
<td><a href="http://braintraffic.typepad.com/">http://braintraffic.typepad.com/</a></td>
<td>Blog posts</td>
</tr>
<tr>
<td>5.0</td>
<td>Contact Us</td>
<td><a href="http://www.braintraffic.com/contact-us/">http://www.braintraffic.com/contact-us/</a></td>
<td>Links to e-mail addresses and form for e-newsletter signup</td>
</tr>
<tr>
<td>6.0</td>
<td>Privacy Policy</td>
<td><a href="http://www.braintraffic.com/privacy/">http://www.braintraffic.com/privacy/</a></td>
<td></td>
</tr>
<tr>
<td>7.0</td>
<td>Sitemap</td>
<td><a href="http://www.braintraffic.com/sitemap/">http://www.braintraffic.com/sitemap/</a></td>
<td></td>
</tr>
</tbody>
</table>
#2: ASK
ASK . . .

- Why
- What
- How
- For whom
- By whom
- With what
- When
- Where
- How often
- What next
#3: ASSESS
**THE PLAN**

**Govern**
1. Guide
2. Measure
3. Maintain

**Create**
1. Source
2. Execute
3. Approve

**Deliver**
1. Push
2. Pull
3. Exchange
#5: ASSUME RESPONSIBILITY
YOU ARE A PUBLISHER.
HOW CAN YOU WIN SUPPORT?
SELLING IT IN: KPIs

- SEM analytics
- SEO performance
- Content effectiveness testing
- Internal process improvement and savings
- Fear and shame
WHAT DO YOU GET?
HAPPINESS

- Better user experience
- Greater brand consistency
- New operational efficiencies
- Better risk management through better controls
- Improved SEO and analytics
- More effective personalization and targeting
THANKS.

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contentstrategy.com
@halvorson