

Developing a Content Strategy

In order to determine what kind of a content management system you need, you first need to determine your content strategy.

For example, if you are going to archive your own content, you want the ability to add searchable taxonomy to each story. Today, if you did a search on "Blue States," you would get stories about the 2004 election. "Social Security" prior to 1935 might have meant being born into Society.

Content and technology have to work together. We all know that we are going to receive our news via cell phone, but can your reporters write a headline, less than 160 characters, that will tell you the "who, what, when, where and why of the story?" It is a special art to see the "whole story" on your small screen.

What can you do with content?

- Print
- Publish
- Republish
- Post to a website
- Link to
- License it
- Sell
- Copy
- Email
- Distribute
- Fax
- Syndicate
- Archive
- Scan
- Circulate
- Create an abstract
- Buy
- Trade it
- Give it away
- Read it
- Charge for it

Here are my definitions that are open for interpretation, comments and suggestions.

Content includes any text, data, charts, photos, video or any original material produced by the publisher.

An **Aggregator** uses a subscription database to archive content for long periods of time.

I don't know how many of you are familiar with PR Newswire, but if you use their service to distribute your story to the news media, your story will remain in lots of databases and be sent to thousands of websites.

If you have an industry expert on your staff, you can send out a press release commenting on something in the news. Or if you have just released a study, send out the press release with the summary and reference which issue the study was published and you can sell more magazines.

A **Sales Agent** will host and make available real-time content for up to 14 days or longer. You need to do the search.

Redistributor resells real-time news but it is delivered to you. Their market is corporate, government and financial institutions.

Sales partners can be defined as using their technology to deliver content to the desktop.

Content Syndication uses existing content, but it is repurposed with other content. The most common example of syndication is in newspapers, where wire service news, comics, columns, horoscopes, and crossword puzzles are sold as one syndicated product. Use your archive to create new syndicated products.

Taxonomy is the classification, or categorization of things in a tree structure, for a given set of objects or terms. It is a word map. The Library of Congress created its own taxonomy. There is taxonomy for wire services.

Beacon, or web bug, tracks who viewed a web page, when they did, how many times and how long they kept the page open. It helps you understand the behavior of visitors to your site. It's a transparent graphic image that is placed in the story. For more information about beacon, please go to www.answers.com.

What is your content strategy?

First -- Enter as many awards competition as you can.

If you license your content to another **website**, how does the site "protect" or "lock" your content so it can't be cut and pasted? You really can't stop someone from linking to your site, so make sure someone in IT knows how to "break" those links.

Displaying your content on your **Intranet** builds morale. Your employees represent your company and are your best sales people.

Content displayed on your **Extranet** allows vendors to monitor your needs.

Do you want to **distribute** content to your other offices, wholly-owned subsidiaries or franchises? If the answer is "yes" my suggestion is to create a reprint. This lets you keep control of the content.

Will you allow your content to be **republished** by another magazine, newspaper or newsletter and what are your business rules and pricing?

There are thousands of **book publishers**. Find the publishers that cover your industry and YOU approach them with content before they start researching their next book.

How will you allow your content to be used?

Create marketing materials
Include the story in media kits
Use at point-of-purchase displays
Use as an insert in direct mail
Make available on cell phones and PDAs
Allow it to be distributed in a course pack
Allow the writer to quote the story in a speech
Let it be read on a web cast

How do people use content?

- Monitor competition
- Inform management and sales staff of changing trends
- Follow state and national legislation
- Look for new contract announcements
- Watch companies who are restructuring
- Look for industry-related stories
- Monitor litigation affecting your industry
- Look for new business opportunities
- Create an archive anytime your magazine or company, its products, services or employees are mentioned
- Use third-party endorsements to introduce your organization to potential new advertisers
- Allow companies to use your content for their professional training

I have been collecting titles of people who buy content and the title that is not on here, but I would like to be someday, is **Chief Revenue Officer**.

Titles of Professionals who buy content

Business Intelligence Analyst
Business Research Librarian
Chief Operating Officer
Competitive Intelligence
Corporate Banking
Corporate Communications
Corporate Planning
Director of E-Commerce
Director of Emerging Technologies
Director of Global Sales
Director of Human Resources
Director of Knowledge Users
Director of Market Intelligence
External Relations
Extranet Manager
Finance Director
Finance Strategy
Government Affairs
Information Scientist for Information Services
Internal Communications
Internet Manager
Investor Relations
Knowledge Center
Legal Affairs
Media Relations
Mergers and Acquisitions
New Product Development
News Library
Operations and Management
President's Office
Professors and other teachers in the education market
Public Information Officers (Federal Government)
Publications and Editorial
Regulatory and Legislative Affairs
Research Library for secondary research
Sales Manager
Vendor Management or Vendor Relations
Vice President of National Partnerships
Website Manager

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