

PARTNERS FOR THE CONTENT STRATEGIST

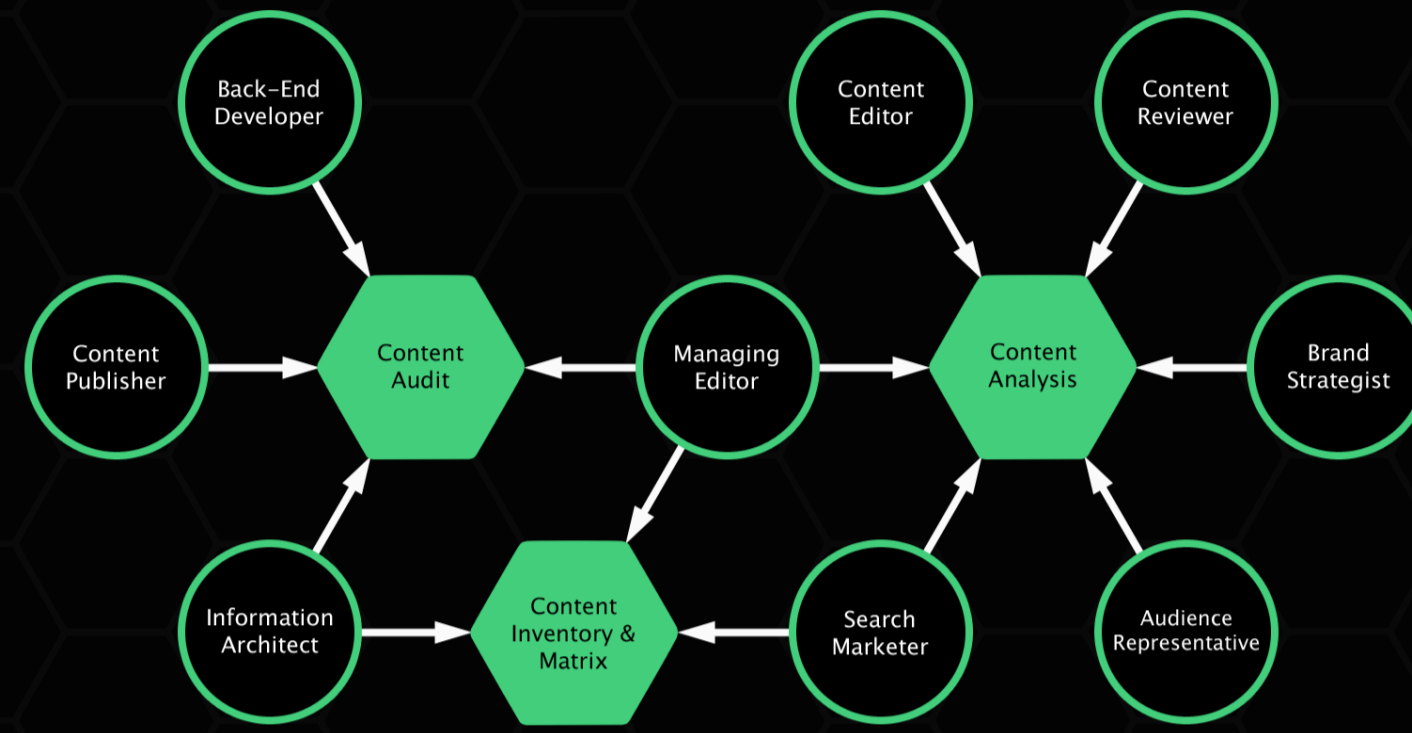
Understanding how an organisation can be effective with their content is, in essence, what content strategy is all about.

The task of working out why and how it needs to change cannot be achieved without three key considerations: the status and potential of the content itself, the platform that supports its delivery, and the people involved in its creation. To do this the content strategist must seek out all the available knowledge within an organisation, capture it, and use it effectively.

Clear communication, a respect for each other's skills and time, and a shared common goal can help forge the working partnerships that make such changes possible.

1. AUDIT

Reveal immediate project constraints and potential with an exhaustive, and often gruelling, assessment of the current content assets.



2. DISCOVER

Identify how content is managed within the organisation, used and perceived by all their audiences, and shapes up against their competitors.



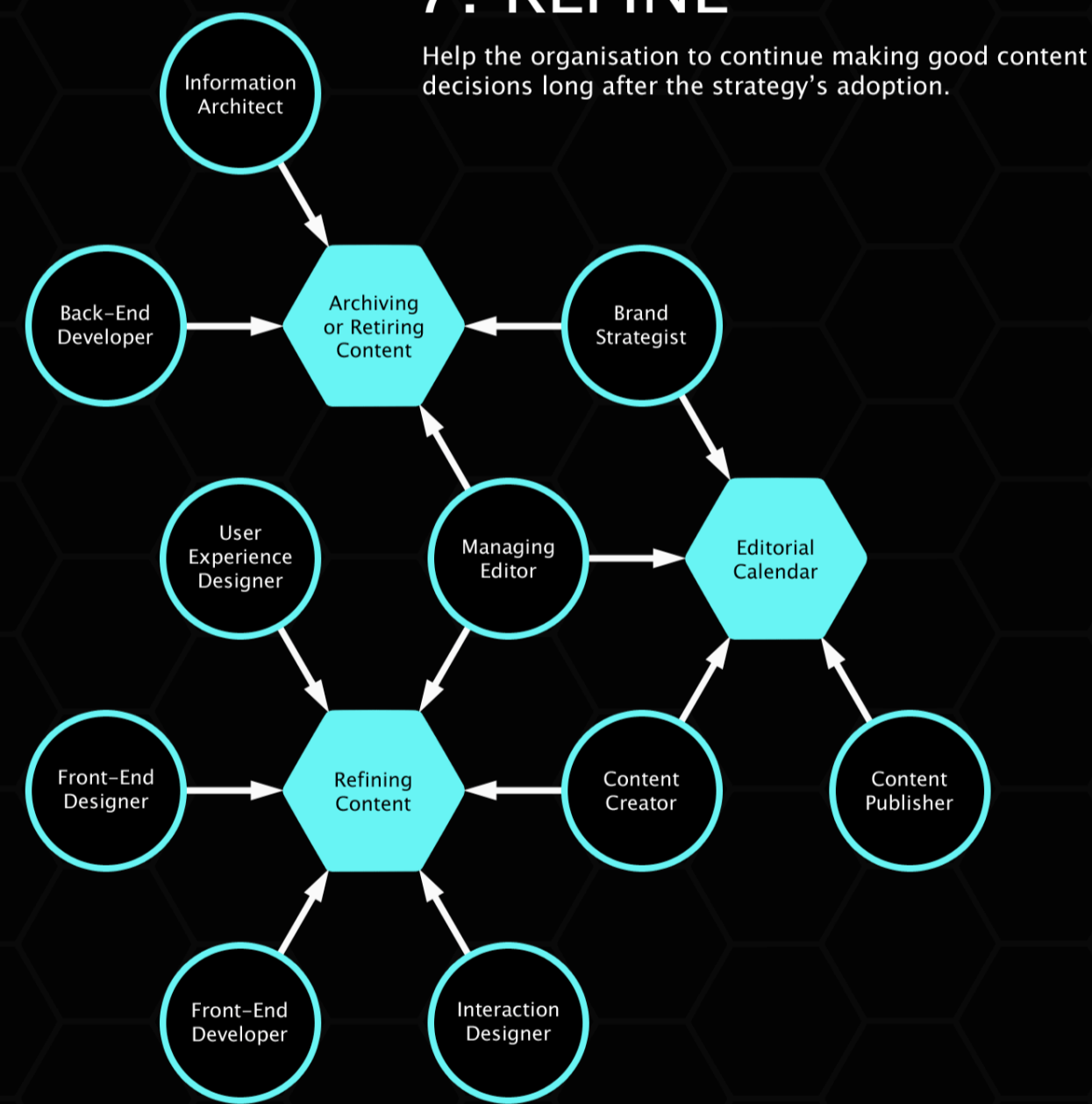
3. OUTLINE

Find out what operational constraints exist and, where required or possible, attempt to address to reflect the content needs of the organisation and its audience.



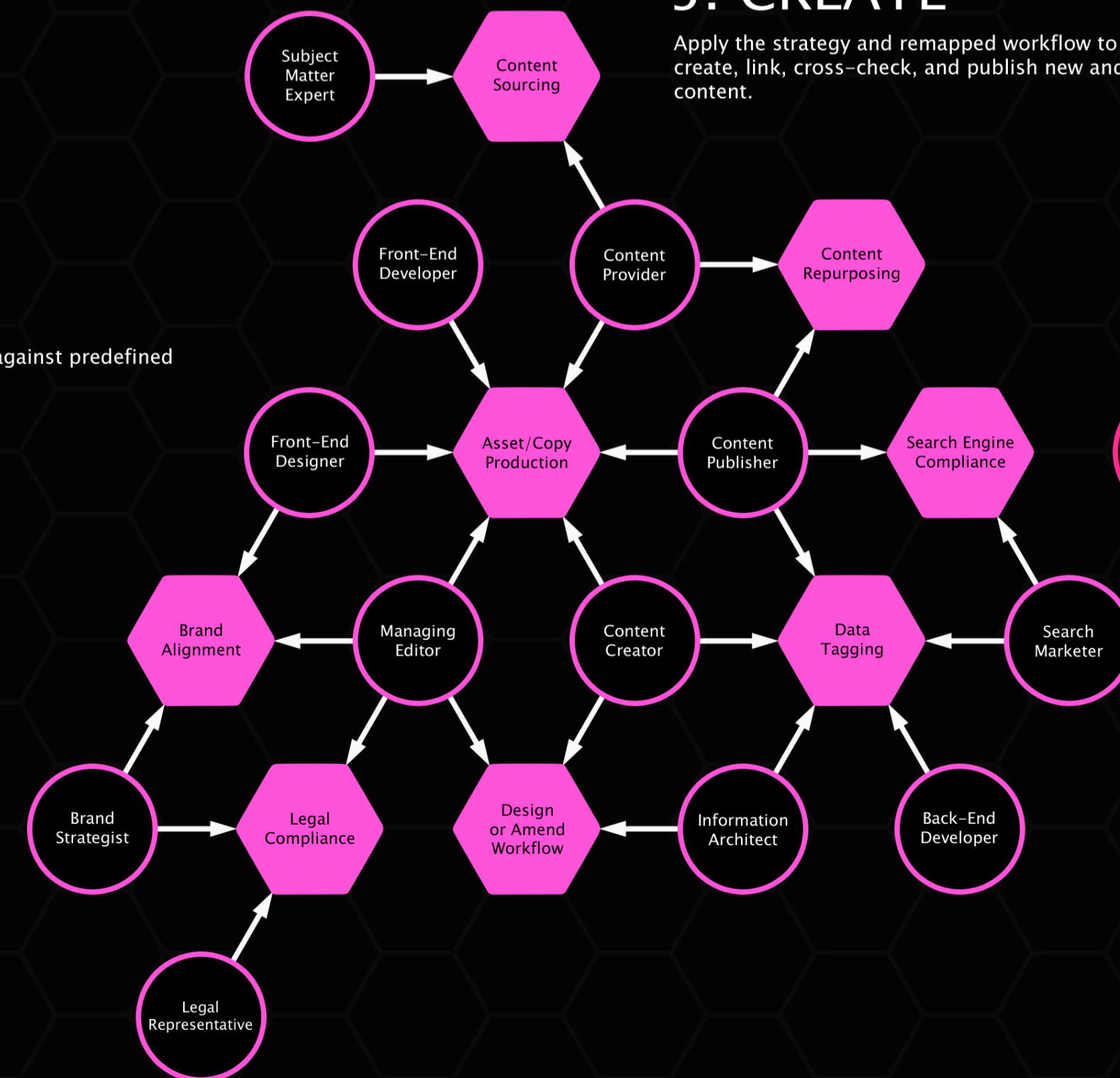
7. REFINE

Help the organisation to continue making good content decisions long after the strategy's adoption.



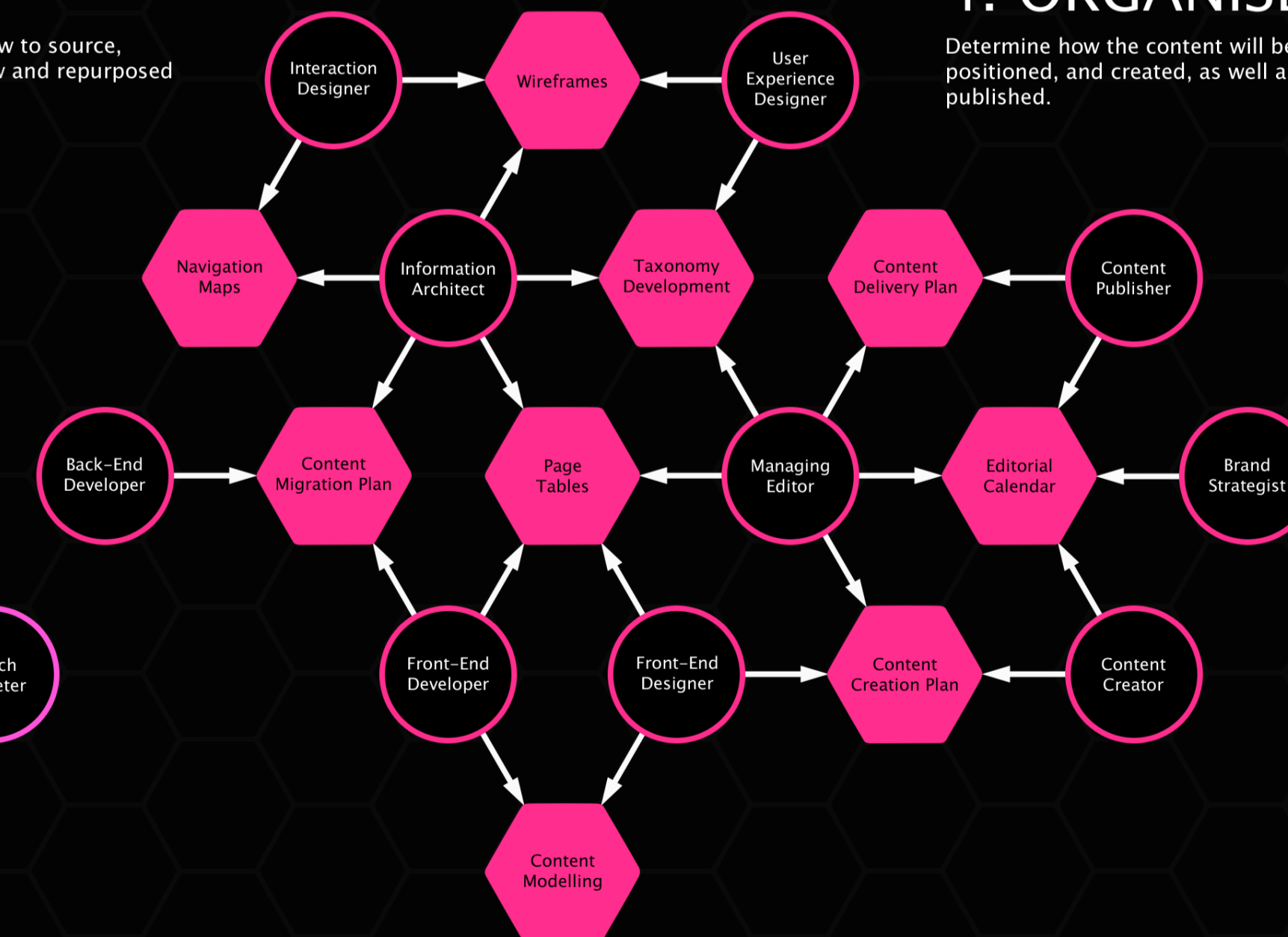
5. CREATE

Apply the strategy and remapped workflow to source, create, link, cross-check, and publish new and repurposed content.



4. ORGANISE

Determine how the content will be structured, labelled, positioned, and created, as well as when it'll be published.



6. EVALUATE

Measure the impact of published content against predefined organisational goals and objectives.

