

The Language

of Content Strategy

Scott Abel and
Rahel Anne Bailie

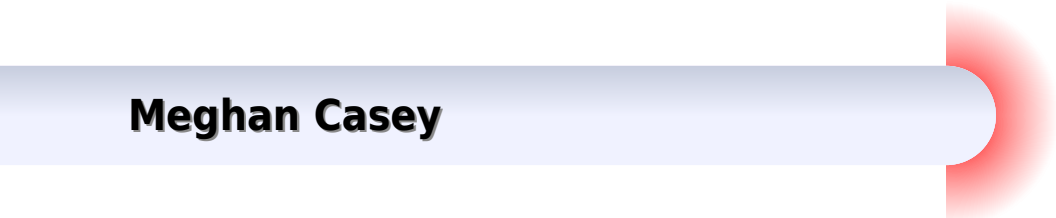
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The Language of Content Strategy Scott Abel, Rahel Anne Bailie, 2014-02-15 The Language of Content Strategy is the gateway to a language that describes the world of content strategy With fifty two contributors all known for their depth of knowleEA Digital delivered electronically e this set of terms forms the core of an emerging profession and as a result helps shape the profession The terminology spans a range of competencies with the broad area of content strategy This book and its companion website is an invitation to readers to join the conversation This is an important step the beginning of a common language Using this book will not only help you shape your work but also encourage you to contribute your own terminology and help expand the depth and breadth of the profession Teaching Professional and Technical Communication Tracy Bridgeford, 2018-09-21 Teaching Professional and Technical Communication guides new instructors in teaching professional and technical communication PTC The essays in this volume provide theoretical and applied discussions about the teaching of this diverse subject including relevant pedagogical approaches how to apply practical aspects of PTC theory and how to design assignments This practicum features chapters by prominent PTC scholars and teachers on rhetoric style ethics design usability genre and other central concerns of PTC programs Each chapter includes a scenario or personal narrative of teaching a particular topic provides a theoretical basis for interpreting the narrative illustrates the practical aspects of the approach describes relevant assignments and presents a list of questions to prompt pedagogical discussions Teaching Professional and Technical Communication is not a compendium of best practices but instead offers a practical collection of rich detailed narratives that show inexperienced PTC instructors how to work most effectively in the classroom Contributors Pam Estes Brewer Eva Brumberger Dave Clark Paul Dombrowski James M Dubinsky Peter S England David K Farkas Brent Henze Tharon W Howard Dan Jones Karla Saari Kitalong Traci Nathans Kelly Christine G Nicometo Kirk St Amant *Intelligent Content: A Primer* Ann Rockley, Charles Cooper, Scott Abel, 2015-09-25 Today everything is marketing All of the content we produce affects the customer experience Therefore all content is marketing and all content producers are marketers Intelligent Content A Primer introduces intelligent content how it works the benefits the objectives the challenges and how to get started Anyone who wants to understand intelligent content will get a clear introduction along with case studies and all the reference information you could ask for to make the case for intelligent content with your management Intelligent Content A Primer is written by three leaders in content strategy and content marketing Ann Rockley is widely recognized as the mother of content strategy Charles Cooper co author with Ann Rockley of Managing Enterprise Content has been involved in creating and testing digital content for more than 20 years And Scott Abel known as The Content Wrangler is an internationally recognized global content strategist Together they have created the definitive introduction to intelligent content **The Language of Localization** Katherine Brown-Hoekstra, 2017-10-31 The Language of Localization defines 52 terms that every business professional should know

even professionals who do not specialize in localization In a global market every business person needs to understand the importance of localization and be able to speak intelligently with localization professionals Each term was authored by an expert practitioner who provided a short definition a statement of why that term is important and an essay that explains why a business professional or localization practitioner should understand the term The Language of Localization covers everything from basic terms such as translation to the latest concepts such as augmented translation and machine translation In addition there are short definitions of 70 additional business linguistics and standards terms For those who want to dig deeper there are more than 150 references for further exploration Expertly compiled and edited by Katherine Brown Hoekstra this book is a useful reference for localization experts managers students and any business person who works in a global market

Content Strategy Rahel Anne Bailie, Noz Urbina, 2013-01-15 If you've been asked to get funding for a content strategy initiative and need to build a compelling business case if you've been approached by your staff to implement a content strategy and want to know the business benefits or if you've been asked to sponsor a content strategy project and don't know what one is this book is for you Rahel Anne Bailie and Noz Urbina come from distinctly different backgrounds but they share a deep understanding of how to help your organization build a content strategy Content Strategy Connecting the dots between business brand and benefits is the first content strategy book that focuses on project managers department heads and other decision makers who need to know about content strategy It provides practical advice on how to sell create implement and maintain a content strategy including case studies that show both successful and not so successful efforts Inside the Book Introduction to Content Strategy Why Content Strategy and Why Now The Value and ROI of Content Content Under the Hood Developing a Content Strategy Glossary Bibliography and Index

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Sustainable Content Alisa Bonsignore, 2024-11-12 Our digital lives have a significant carbon footprint Welcome to the digital age which isn't the sci-fi utopia we were promised Our lives are increasingly digital yet most people never consider the energy it takes to store deliver and consume the masses of data required to make the internet function Whether we're content consumers using retail websites and banking apps or content creators making video calls or posting on social media the energy used for digital content has a shocking carbon footprint Sustainable Content explores how we can measure and mitigate these environmental impacts It delivers a foundational knowledge of sustainability the effects of content creation and consumption and why all of this increasingly matters to business management and the planet as a whole Author and content strategist Alisa Bonsignore has built a career out of helping companies design sustainable content and in this book she shares her insights on Assessing the environmental impact of our data Measuring emissions of any form of digital content from emails to video meetings Understanding the accelerating impacts of AI Adding value at work with a sustainability focus Identifying solutions for change Mitigating the carbon footprint of data by creating more sustainable content Sustainable Content is an approachable and actionable guide for thoughtful content creation and consumption Together we can improve usability reduce costs and boost audience satisfaction

Enterprise Content Strategy Kevin Nichols, 2015-01-02 Kevin P Nichols Enterprise Content Strategy A Project Guide outlines best practices for conducting and executing content strategy projects His book is a step by step guide to building an enterprise content strategy for your organization Enterprise Content Strategy draws on Kevin Nichols experience managing one of the largest and most successful global content strategy teams to provide an insider's look at how to build an enterprise content strategy Full of definitions questions you need to ask checklists and guidelines this book focuses not on the what or why but on the how

Die Content-Revolution im Unternehmen Klaus Eck, Doris Eichmeier, 2014-10-09 Wie können es Unternehmen vermeiden Kunden mit belanglosen Inhalten zu langweilen Die Content Revolution zeigt Ihnen wie Sie relevante Informationen für Ihre Kunden bereitstellen und dafür professionelles Content Marketing betreiben Erst mit einer ganzheitlichen Content Strategie erreichen Sie Bestand und Neukunden Klaus Eck und Doris Eichmeier beleuchten sämtliche Aspekte des Themas Corporate Content Von der Produktion über das Management bis hin zum Marketing Damit bietet das Buch eine einzigartige Sammlung von Vorschlägen Inspirationen und Praxis Tipps Mit diesem Wissen stärken Sie Ihre Marke und setzen kaufentscheidende Impulse entlang der Customer Journey Darüber hinaus tragen Content Strategie und Content Marketing zu einem Erfolgs und Effizienzschub in den Unternehmen bei Die Content Revolution hat begonnen profitieren Sie davon Inhalte Warum Content Marketing ohne Content Strategie nicht funktionieren kann So planen und realisieren Sie Ihre Content Strategie Verzahnen Sie Online Aktivitäten Social Media und klassische Medien für wirkungsvolle Botschaften Die hausinterne Redaktion als Content Zentrale

Conference Record, 2004 **Content Strategy** Rahel Anne Bailie, 2013 **Content Strategy at**

Work Margot Bloomstein,2012-01-25 Content is king and the new kingmaker and your message needs to align with your model and metrics and other mumbo jumbo right Whether you re slogging through theory or buzzwords there s no denying content strategy is coming of age But what s in it for you And if you re not a content strategist why should you care Because even if content strategy isn t your job content s probably your problem and probably more than you think You or your business has a message you want to deliver right You can deliver that message through various channels and content types from Tweets to testimonials and photo galleries galore and your audience has just as many ways of engaging with it So many ways so much content so where s the problem That is the problem And you can measure it in time creativity money lost opportunity and the sobs you hear equally from creative directors project managers and search engine marketing specialists The solution is content strategy and this book offers real world examples and approaches you can adopt no matter your role on the team Put content strategy to work for you by gathering this book into your little hands and gobbling up never before seen case studies from teams at Johns Hopkins Medicine MINI Icebreaker and more Content Strategy at Work is a book for designers information architects copywriters project managers and anyone who works with visual or verbal content It discusses how you can communicate and forge a plan that will enable you your company or your client get that message across and foster better user experiences Presents a content strategy framework and ways to implement in both in house marketing departments and consultancies Includes case studies interviews and lessons learned from retail apparel network television business to business automotive non profit and higher ed brands Details practical sales techniques to sell content strategy and use content strategy processes to sell other services and larger projects *The Elements of Content Strategy* Erin Kissane,2011 Explore content strategy s roots and quickly learn not only how it s done but how you can do it well

Content Strategy for the Web Kristina Halvorson,2009-09-25 If your website content is out of date off brand and out of control you re missing a huge opportunity to engage convert and retain customers online Redesigning your home page won t help Investing in a new content management system won t fix it either So where do you start Without meaningful content your website isn t worth much to your key audiences But creating and caring for meaningful content is far more complicated than we re often willing to acknowledge Content Strategy for the Web explains how to create and deliver useful usable content for your online audiences when and where they need it most It also shares content best practices so you can get your next website redesign right on time and on budget For the first time you ll See content strategy and its business value explained in plain language Find out why so many web projects implode in the content development phase and how to avoid the associated unnecessary costs and delays Learn how to audit and analyze your content Make smarter achievable decisions about which content to create and how Find out how to maintain consistent accurate compelling content over time Get solid practical advice on staffing for content related roles and responsibilities *The Content Strategy Toolkit* Meghan Casey,2015-06-06 In this essential guide Meghan Casey outlines a step by step approach for doing content strategy from

planning and creating your content to delivering and managing it Armed with this book you can confidently tackle difficult activities like telling your boss or client what's wrong with their content getting the budget to do content work and aligning stakeholders on a common vision Reading *The Content Strategy Toolkit* is like having your own personal consulting firm on retainer with a complete array of tools and tips for every challenge you'll face In this practical and relevant guide you'll learn how to Identify problems with your content and persuade your bosses it's worth the time and resources to do it right Make sense of your business environment and understand your audience Get stakeholders aligned on business goals and user needs Set your content strategy and decide how to measure success Create maintain and govern on strategy content You'll learn to control your content and not have it control you From the Franklin Institute Philadelphia ... , **Content**

Strategy 101 Sarah S. O'Keefe, Alan S. Pringle, 2012-09-01 Technical content is often the last in line for investment and innovation but poor content has profound effects inside and outside the organization it damages your reputation shrinks sales and causes legal problems *Content Strategy 101* is an invaluable resource for transforming your technical content into a business asset Practical Content Strategy & Marketing Julia McCoy, 2020 *Content Strategy* Guiseppe Getto, Jack T. Labriola, Sheryl Ruszkiewicz, 2022-09 This comprehensive text provides a how to guide for content strategy enabling students and professionals to understand and master the skills needed to develop and manage technical content in a range of professional contexts The landscape of technical communication has been revolutionized by emerging technologies such as content management systems open source information architecture and application programming interfaces that change the ways professionals create edit manage and deliver content This textbook helps students and professionals develop relevant skills for this changing marketplace It takes readers through essential skills including audience analysis content auditing assembling content strategy plans collaborating with other content developers identifying appropriate channels of communication and designing delivering and maintaining genres appropriate to those channels It contains knowledge and best practices gleaned from decades of research and practice in content strategy and provides its audience with a thorough introductory text in this essential area *Content Strategy* works as a core or supplemental textbook for undergraduate and graduate classes as well as certification courses in content strategy content management and technical communication It also provides an accessible introduction for professionals looking to develop their skills and knowledge

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