# The human side of semantic content

Unify your content flows

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Urbina Consulting

# Noz Urbina

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Content strategist & modeller

Author

Consultant/trainer

Lecturer

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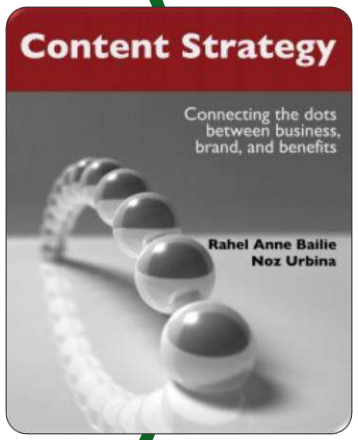
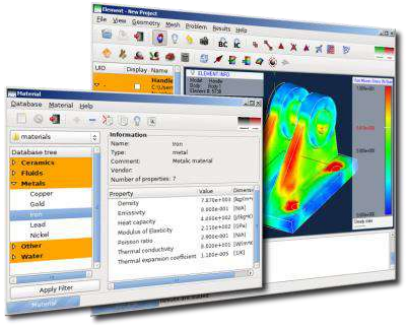
Programme director

OMNICHANNELX

www.omnichannelx.digital





urbinaconsulting.com

18 years experience in…

Urbina Consulting

# Obligatory logo slide…

10 points to help you decide if you're a match with Urbina Consulting:
urbinaconsulting.com/about-you

# Our Mission

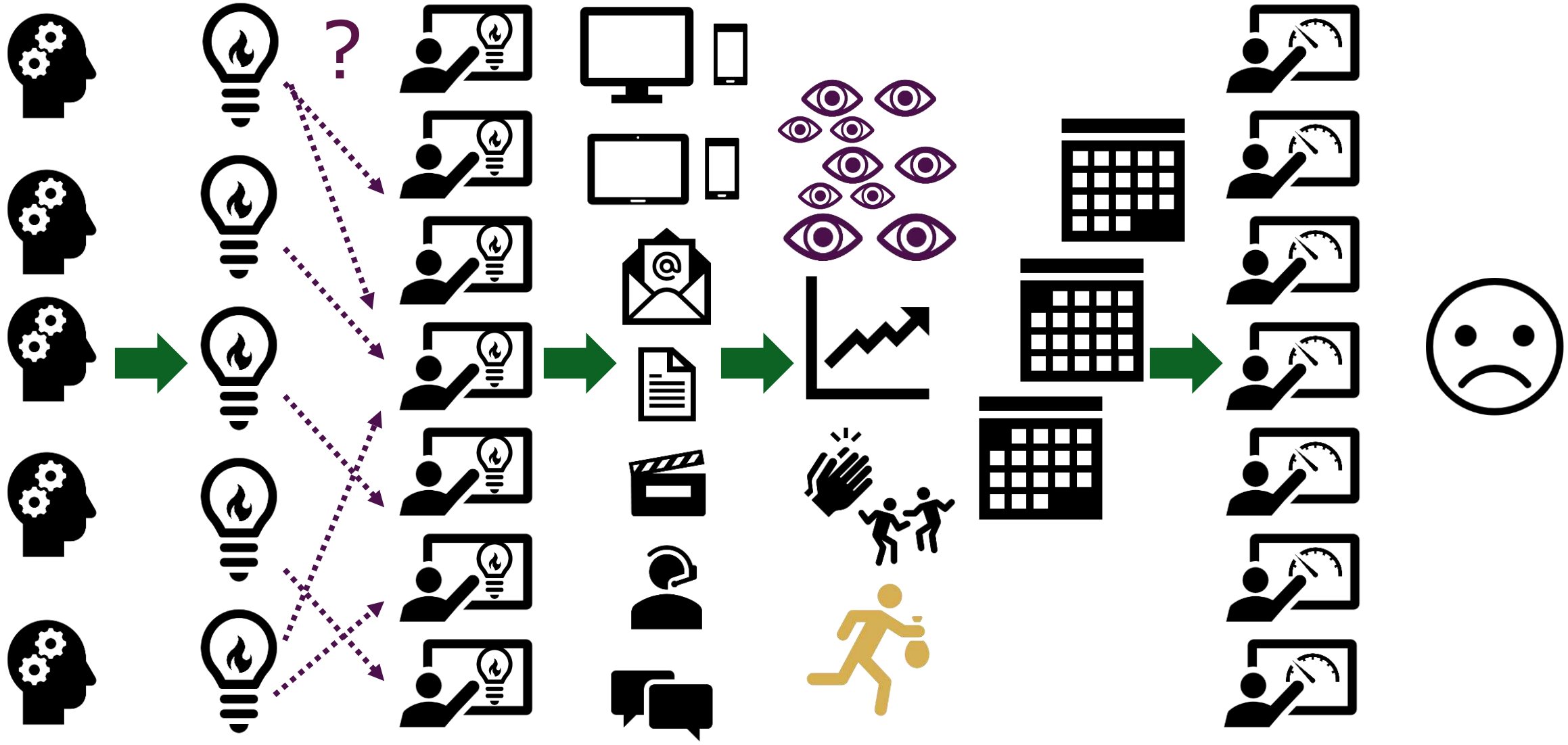
Urbina Consulting

**We help organisations have the kind of relationships with people that people have with each other.**

# THE CHALLENGE

@NozUrbina
#SemanticsConf

# Today



# Later today…

Persona or customer-journey-based KPIs

# Later today…

Unified strategy

Omnichannel governance

Documented standards (lots!)

Cross-platform categorisation

# Top marketer priorities

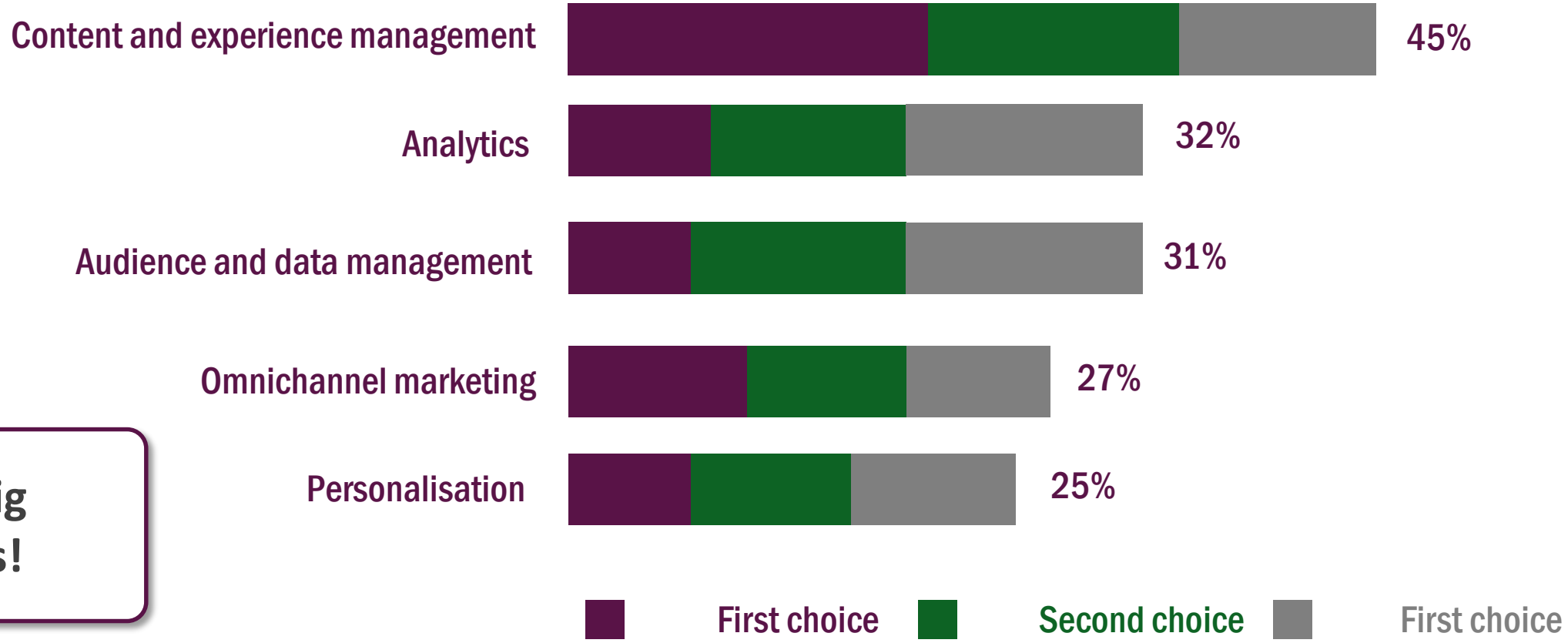



Chart reproduced from **Econsultancy Digital Trends 2018**: bit.ly/2PFk7mb

**This is big business!**

ECONSULTANCY DIGITAL TRENDS 2018

Reproduced from:
bit.ly/2PFk7mb

65% of B2B buyers say they're likely to **switch brands if a company doesn't personalize** communications to them (Salesforce)

Between 2012 and 2014, the number of **18 to 34-year-old B2B researchers increased by 70% to 49%** (and it's only trended upwards since then). (Google)

31% of B2B buyers want to research and buy online unassisted, with the **option to receive phone support** for issues. 10.5% want **no sales assistance**, 12.5% still want someone to walk them through the process (Brafton)

67% of the B2B buyer's journey is **done digitally**. 57% of B2B buyers have **already made a purchase decision** before even contacting a vendor. (prdaily)

Mapping marketing activities to the **buyer's journey has proven to increase upsell** and cross-sell opportunities by 80%. (Aberdeen)

But!

60% of marketers **struggle to per sonalise content** in real time – yet 77% believe it's crucial (cmo.com)

For ~60% of marketers & execs, personalisation still acts as a **channel-specific solution** integrated with only some elements of the tech stack (pure360)

82% of B2B decision makers think **sales reps are unprepared**. (Sirius Decisions)

B2B customers use ~6 different channels throughout the decision journey and **~65% will come away frustrated by inconsistent experiences**. (McKinsey)

When online, B2B buyers rate pricing as the most useful information, followed by technical information and specs. **Product demonstrations are least valued.** (eMarketer)

We have incrementally built up a process,

**adding pieces and patches** as needs evolved, with the knowledge that was available at the time.

Now, at no fault of their own, the majority of marketing teams use

**processes that are no longer fit-for-purpose**

# How would content & process look if redesigned today?

INTELLIGENT, ADAPTIVE CONTENT

@NozUrbina
#SemanticsConf

NOW: Fixed, one-off deliverables.

FUTURE: RECONFIGURABLE. MADE OF STANDARDS-BASED, REUSABLE PIECES.

NOW: Fixed, one-off deliverables.

Toy ambulance **Emran Kassim** bit.ly/2EPgur7 Helicopter ER0L bit.ly/2HtAdez Race car Photo credit: Creative Tools on Visual Hunt /CC BY

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NOW: Fixed, one-off deliverables.

Consistent content that complies with a model is scalable, adaptable

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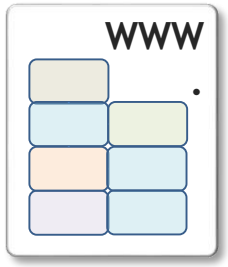
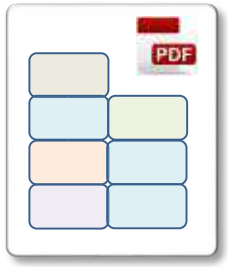
# Making content adaptive

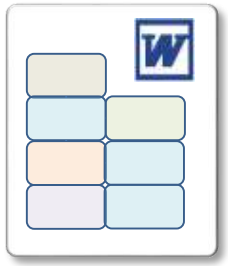



No machine-readable structure

Single format (design baked in)

Significant duplication



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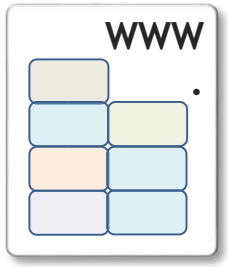


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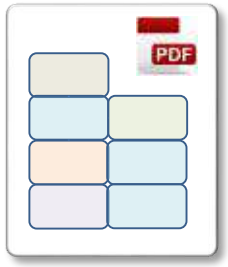
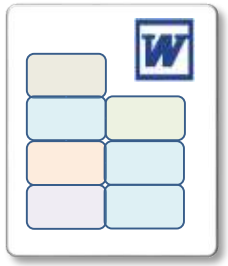
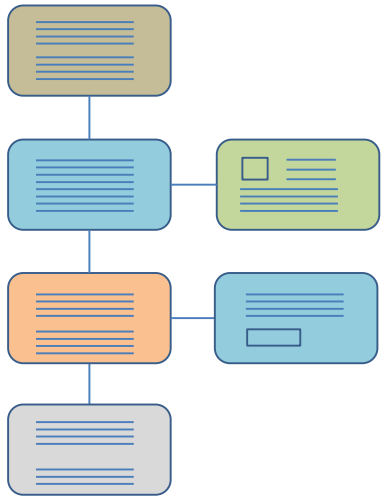


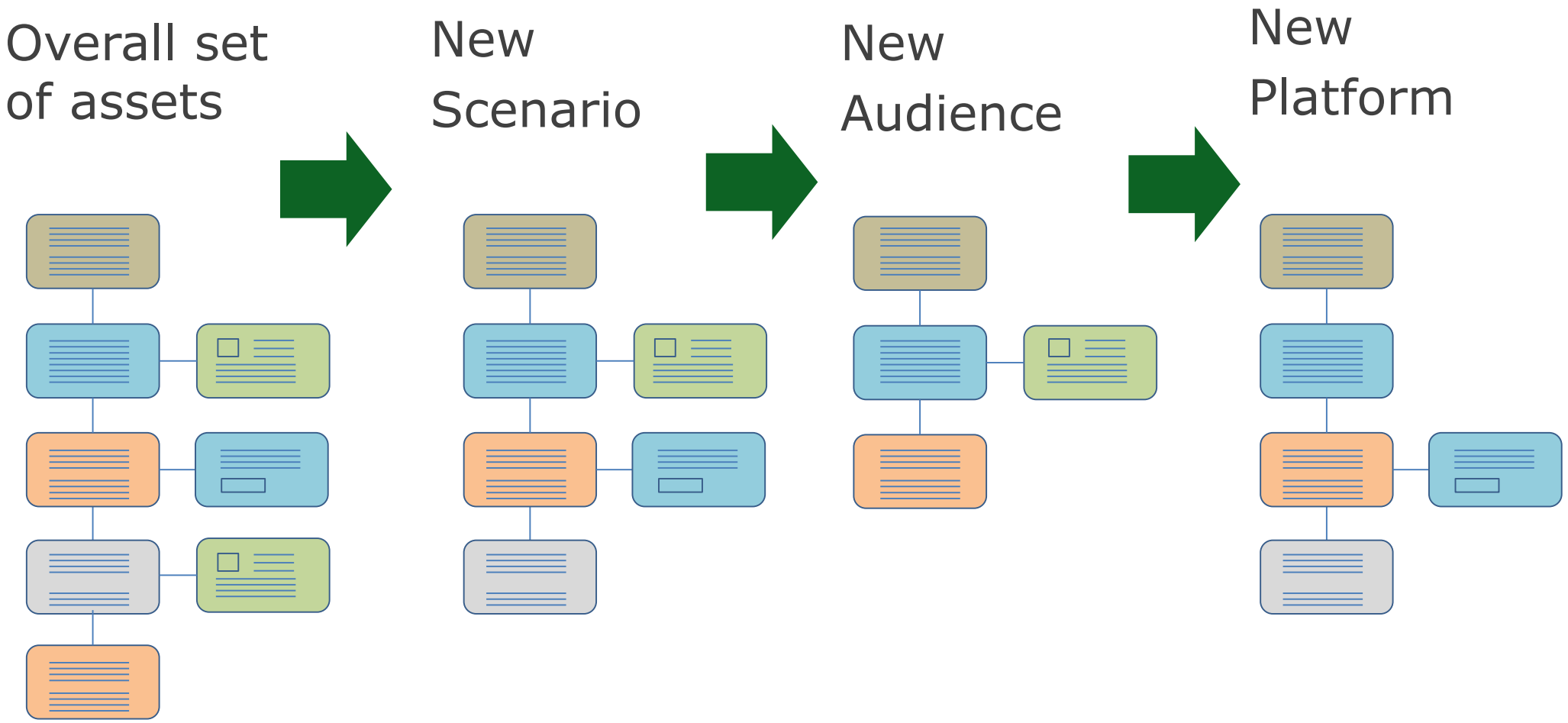



Break up content into well modelled, format-free components



**NOTE**: Components are also known as “atoms”, “molecules”, “chunks”, ”blocks”, “fragments”, “topics”, “containers”

# Component-based reuse



Google

what time does asda sutton close?

Web Maps Shopping News Images More Search tools

About 11,600 results (0.45 seconds)

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Learn more Got it

# 7:00 am – 11:00 pm

Asda Sutton Superstore, Tuesday hours

Feedback

**Asda Sutton** Superstore - opening **times** & facilities
storelocator.**asda**.com/store/**sutton**
The store manager at **Asda Sutton is** Stuart Reaks. If you need to contact the store for any reason, please use the phone number on the left.
3.1 ★★★☆☆ 9 Google reviews · Write a review

St Nicholas Way, Sutton, Surrey SM1 1LD
020 8770 2300

Asda Sutton in Ashfield
The store manager at Asda Sutton in Ashfield is Glenn Bijou. If you ...

Asda Sut
Supersto

Directions Write

**Address:** St Nicholas
SM1 1LD
**Phone:** 020 8770 23
**Prices:** £££
**Hours:** Open today

Reviews

Google

what time does asda sutton close?

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Not a "page".
An answer

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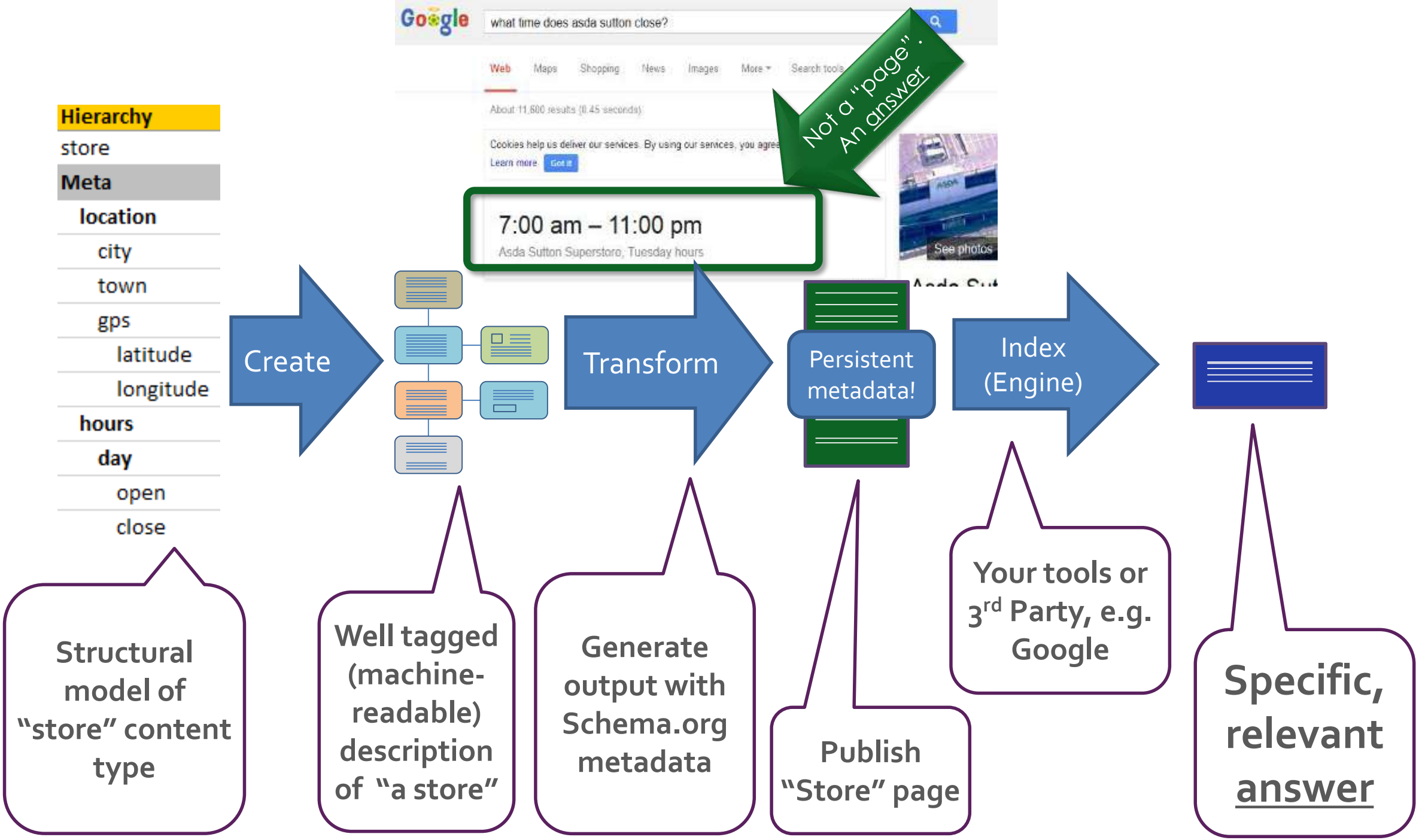
Hierarchy
store
Meta
location
city
town
gps
latitude
longitude
hours
day
open
close
Create
Transform
Persistent metadata!
Index (Engine)
Google
what time does asda sutton close?
Web
Maps
Shopping
News
Images
More
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About 11,600 results (0.45 seconds)
Cookies help us deliver our services. By using our services, you agree
Learn more
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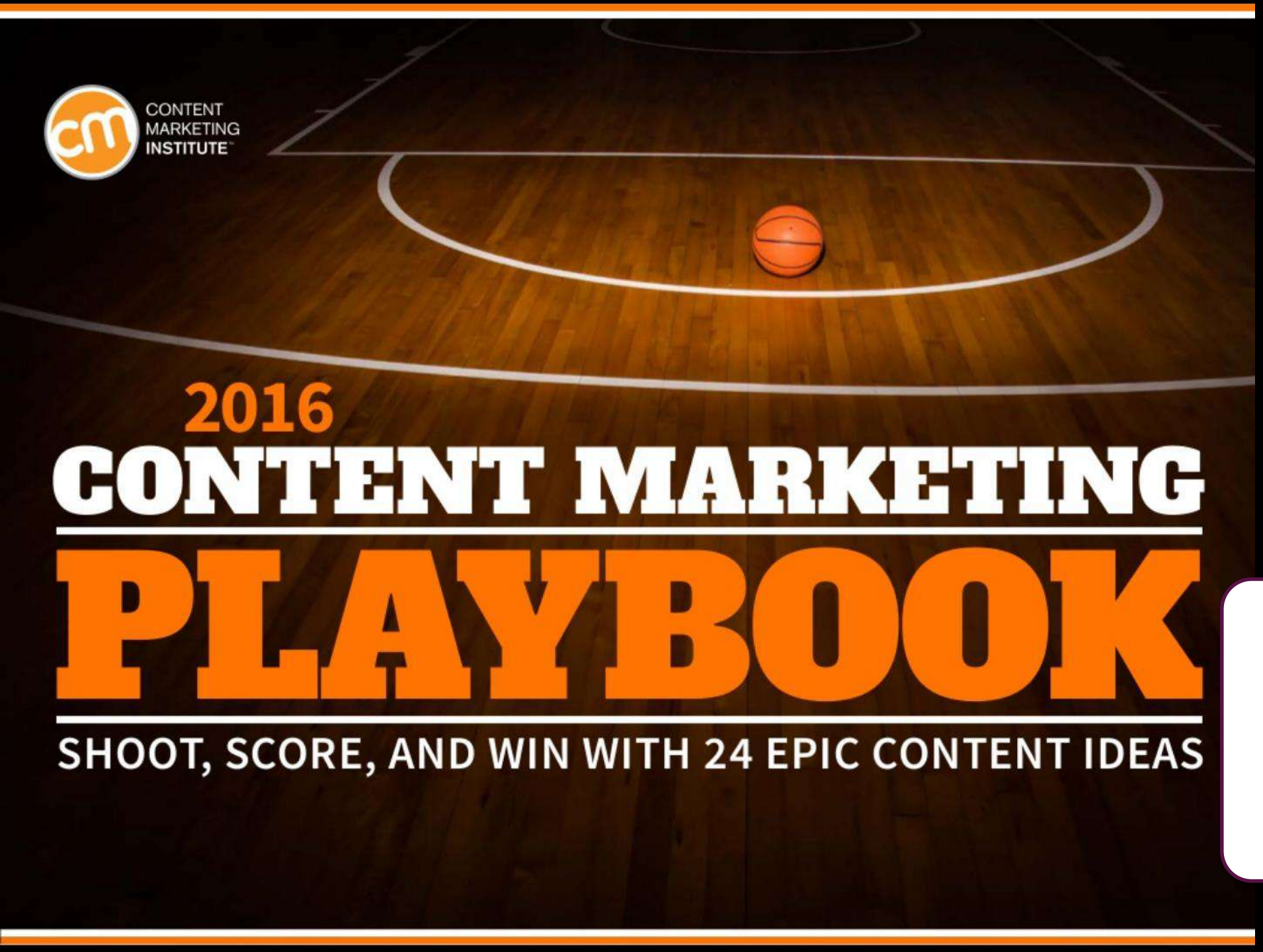
See photos
Not a "page".
An answer
Structural model of "store" content type
Well tagged (machine-readable) description of "a store"
Generate output with Schema.org metadata
Publish "Store" page
Your tools or 3rd Party, e.g. Google
Specific, relevant answer




**Case study:**
*Content Reuse: A Super-Simple Way to Get Started*
(source)

# SOCIAL MEDIA CONTENT

**HOW TO USE IT TO SCORE A GOAL:**

Before planting your brand flag on a particular sc
follow these guidelines to make sure your efforts
optimal content marketing success:

**Unique**

1. **Carefully cultivate your social soapboxes:** Understand the unique characteristics of each social platform you consider working with, and decide on a case-by-case basis whether it's a good fit for your outreach intentions.

2. **Listen and learn:** Spend time joining conversations and building relationships before you start to share your content; and be prepared to join in the banter without sounding uninformed, self-promotional, or out of touch with other members of the social community.

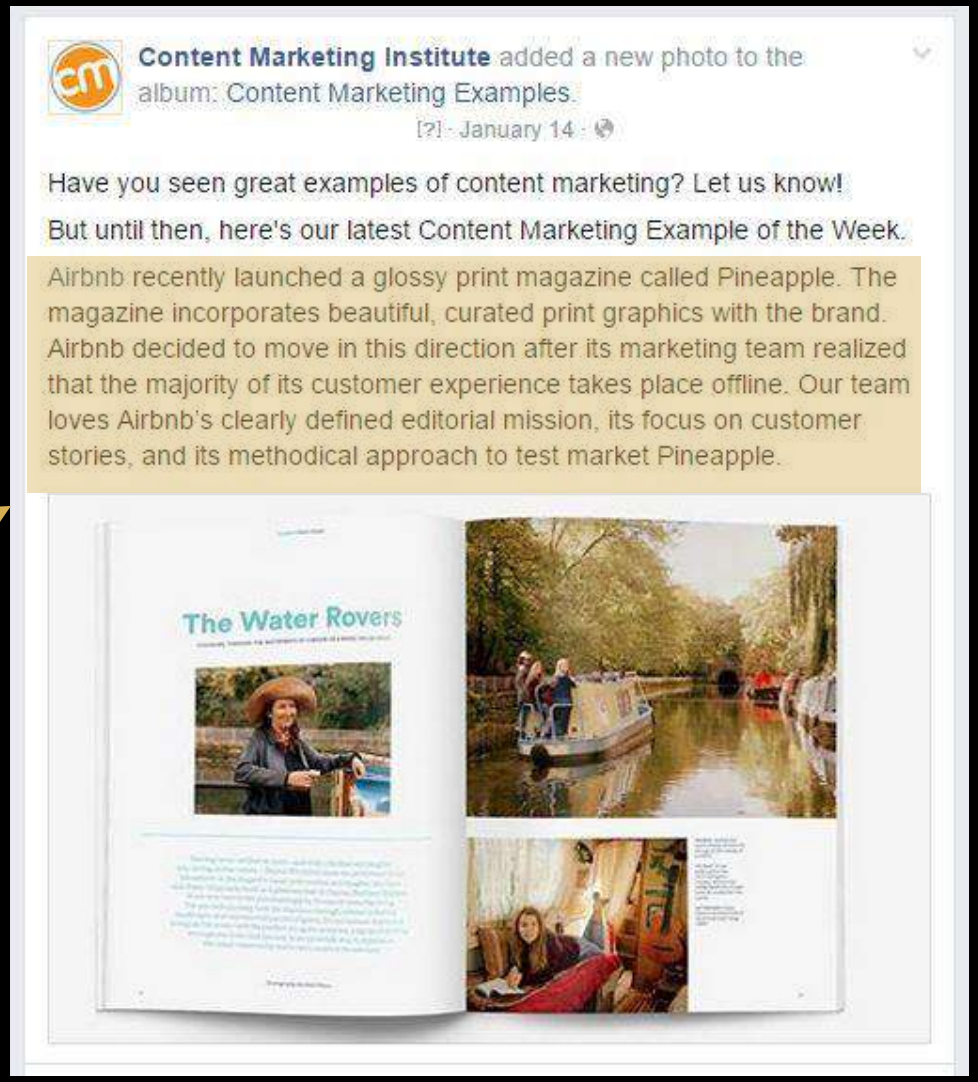
3. **Don't be afraid to get creative:** Instead of just pasting in pieces of your typical business content, try creating something original and less formal, such as a peek behind the scenes at one of your company's social functions, or an informal photo tour of your office facilities.

**Reus*able* & re-purpos*able***

**Case studies that earn extra points:**
**MINI Answers**

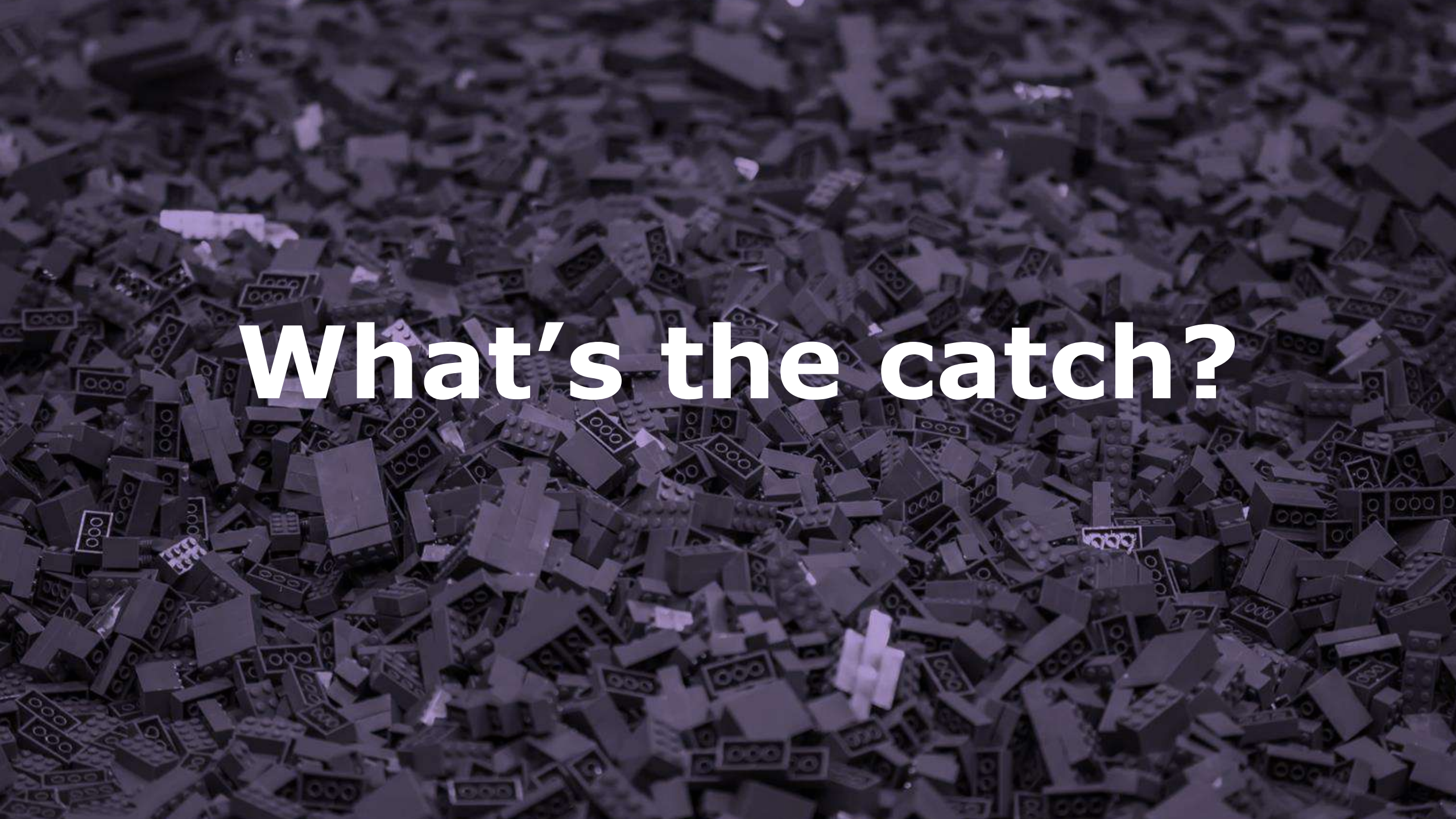
MINI USA leverages a variety of content creators and techniques to promote the iconic car brand and its passionate community of drivers. For example, MINI created a series of Instagram videos in which fans can ask questions, and the MINI Cooper S automobile itself offers the answers. Cleverness, humor, and great
produ
provi cial
medi

**Reused from case study repository. Candidate for adaptive**




**Reused:** e-book : *75 Examples to Spark Your Content Marketing Creativity*

**Reused:** Weekly social post



# What’s the catch?

How are you going to
**find, sort, and deliver**
all these little pieces?

# Intelligent, adaptive content

The #1 most important skill set for omnichannel is content strategy - know how to **model content, measure success, and develop a strategy**

MICHAEL PRIESTLEY, IBM
Enterprise Content Technology Strategist

About Michael
bit.ly/2wHklAF

OMNICHANNELX

Content model & content types

Taxonomy & metadata

Layered systems architectures

# INTELLIGENT, ADAPTIVE CONTENT

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#SemanticsConf

Urbina Consulting

Rest of whitepaper

## Challenges

How does separation in content processes and platforms challenge today's enterprises?

### Marketing is getting pushed outside its comfort zone

Marketing today includes sales enablement and providing support for value-added conversations across the entirety of the customer lifecycle. Clients and evaluators are savvy and use all avenues at their disposal, including technical content. James Mathewson, Head of Search Strategies for IBM.com, says, "60% of prospects used what would usually be called 'post-sales documentation' material as part of their sales cycle."

#### Prospects are self-serving information across the business

If marketing doesn't address the entire customer lifecycle, crossing the presales/postsales divide, then revenue opportunities will be missed and customer experience will suffer. Content of all types on all channels impacts relationships in ways we don't always anticipate.

The Harvard Business Review reported as far back as 2012 that a "Corporate Executive Board study of more than 1,400 B2B customers found that those customers completed, on an average, nearly 60% of a typical purchasing decision—researching solutions, ranking options, setting requirements, benchmarking pricing, and so on—before even having a conversation with a supplier."[1] In another study, up to 70 percent of the B2B buying decision is made based on information the buyer accesses before speaking with the sellers' representatives. (Intercom: The Magazine of the Society for Technical Communication, May 2013 edition, page 34.)

If techcomm and marcomm content aren't strategically aligned to support this self-research, this process remains sub-optimal.

If the content evaluators don't find the answers they need, they are left with more opportunities to "revert to Google" or otherwise disengage, increasing the probability of re-engaging with competitive offers.

Rest of whitepaper

# Interlinked content types = content model

Rest of whitepaper

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Rest of whitepaper

**Content type: Challenge**

- Title
- Short desc
  - Statistic
- Section
  - Title (challenge statement)
  - Body

**Content type: Whitepaper**

- Overview
- Challenges
- Solutions
- Recommendations
- Benefits
- Conclusion
- Call-to-action

Rest of whitepaper

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Rest of whitepaper

Rest of article

Many organisations are now unifyi[illegible]atforms to make sure their two major customer-facing content team[illegible] providing a coherent offering of the right information for an end user [illegible]y distilling various project experiences, we present here some points to help ma[illegible]ences better and more profitable throughout their relationships with y[illegible]ly:

1. 3 Key challenges
2. 5 Top Tips
3. 9 Customer and industry statistics

Then we take a look behind the cover to s[illegible] recommends.

**Magazine article**

## What's hurting us?

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### Our siloed departments are damaging customer experience

Silos between marketing and technical communication teams represent traditional separations of leadership, decision-making, funding, and strategy inside the enterprise rather than customer needs or the reality of multichannel experiences. Departmental silos are the number one killer of great customer experiences.

### Fragmented systems slow us down and make us underperform

Organizations sprout management systems like mushrooms, and there's rarely resource or time available to plan, design and build adequate integrations. Traditionally, marketing content management has really meant webs[illegible]ment (WCMS), with a litter of point-solutions for things like social and email whic[illegible] integrated. CRM data is also often

Rest of article

Rest of whitepaper

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Rest of whitepaper

Owned **whitepaper** to 4-page **industry trade magazine article** in 3 hrs

Rest of article

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Rest of article

# Content type

## Media

## Taglines

So kids can be kids.

## Short Descriptions

We're committed to creating safer schools that support students as they learn, play and grow. At company®, we recognize the significant impact that floor coverings have on your K-12 facility. That's why we build the following benefits into every square inch of flooring we produce.

## Key Features Lists

- **Durable, resilient** flooring resists damage caused by high-traffic footfall and rolling equipment.
- **Low maintenance, coating-free** flooring needs little more than tap water for cleaning, keeping your facility free of chemical contaminants that affect students and staff.
- **Reduces life cycle costs** thanks to simplified maintenance, while exceptionally hard wearing rubber outlasts the average span of facility renovation cycles.
- **Low VOC emission** floor coverings support healthy indoor air quality and do not contain PVC, plasticizers (phthalates) or halogens (e.g. chlorine).
- **Ergonomic support** reduces strain on staff while simultaneously providing a slip-resistant surface for high-activity student areas such as gyms, hallways and auditoriums.
- **Acoustic control** reduces footfall noise and echoes for a less disruptive learning environment.

## Calls-to-Action

Learn more about building a better learning environment at www.company.com/us/education

## Testimonials

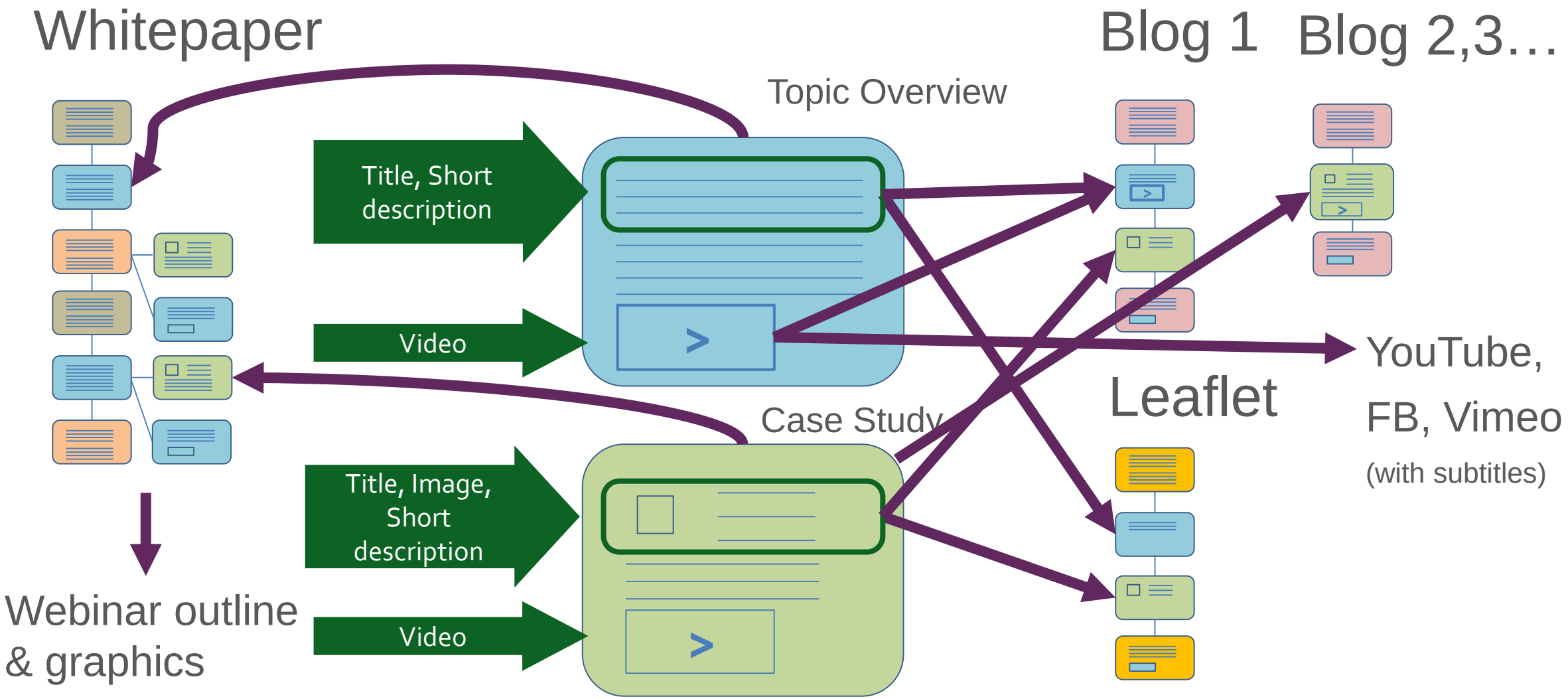
*"This company's products provide a comfortable, low-maintenance and long-lasting solution that will be here long after we're gone. That's why we chose it."*

– Customer Name, director of facilities, XYZ School

Each component type have associated guidelines for copy, metadata, structure and processing

The consistency makes components adaptable, manageable, reusable, and automation-ready

# Adaptive content model & reuse



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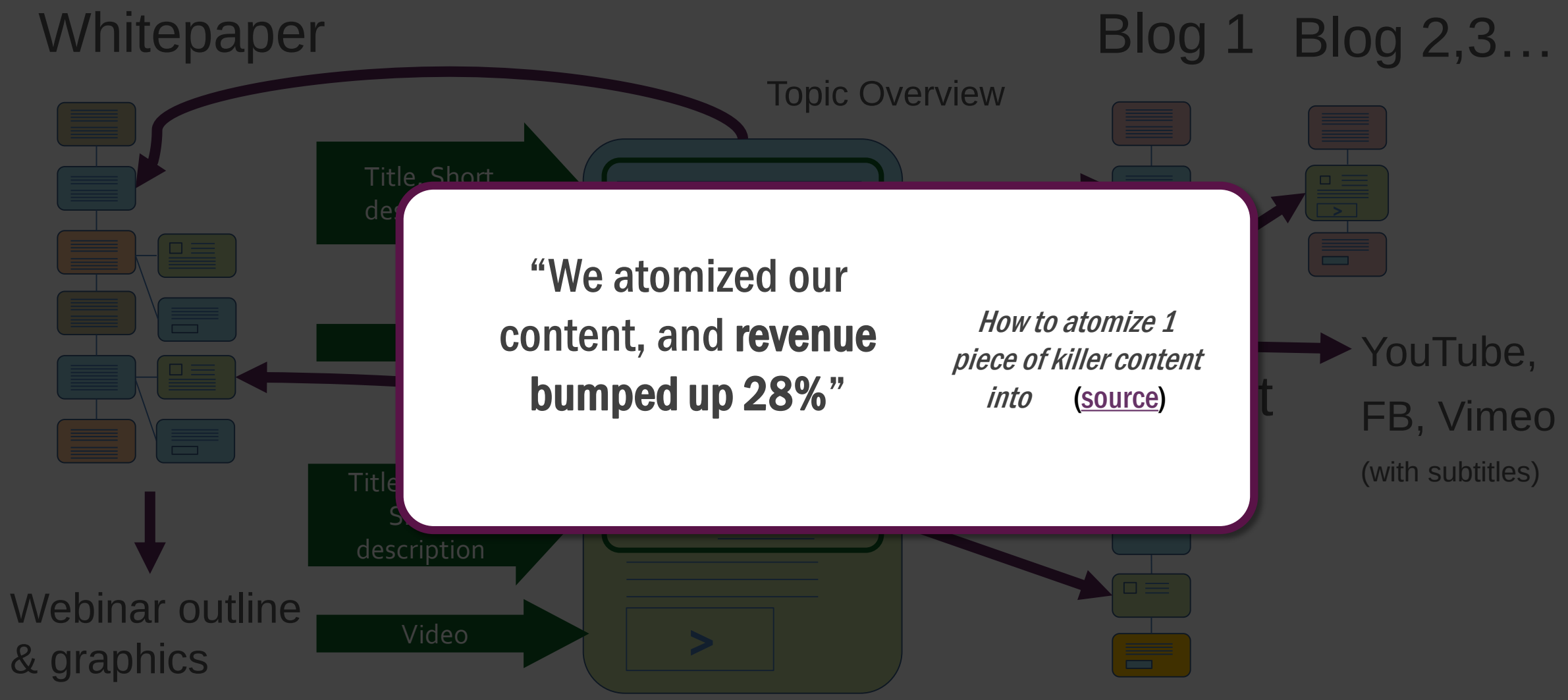
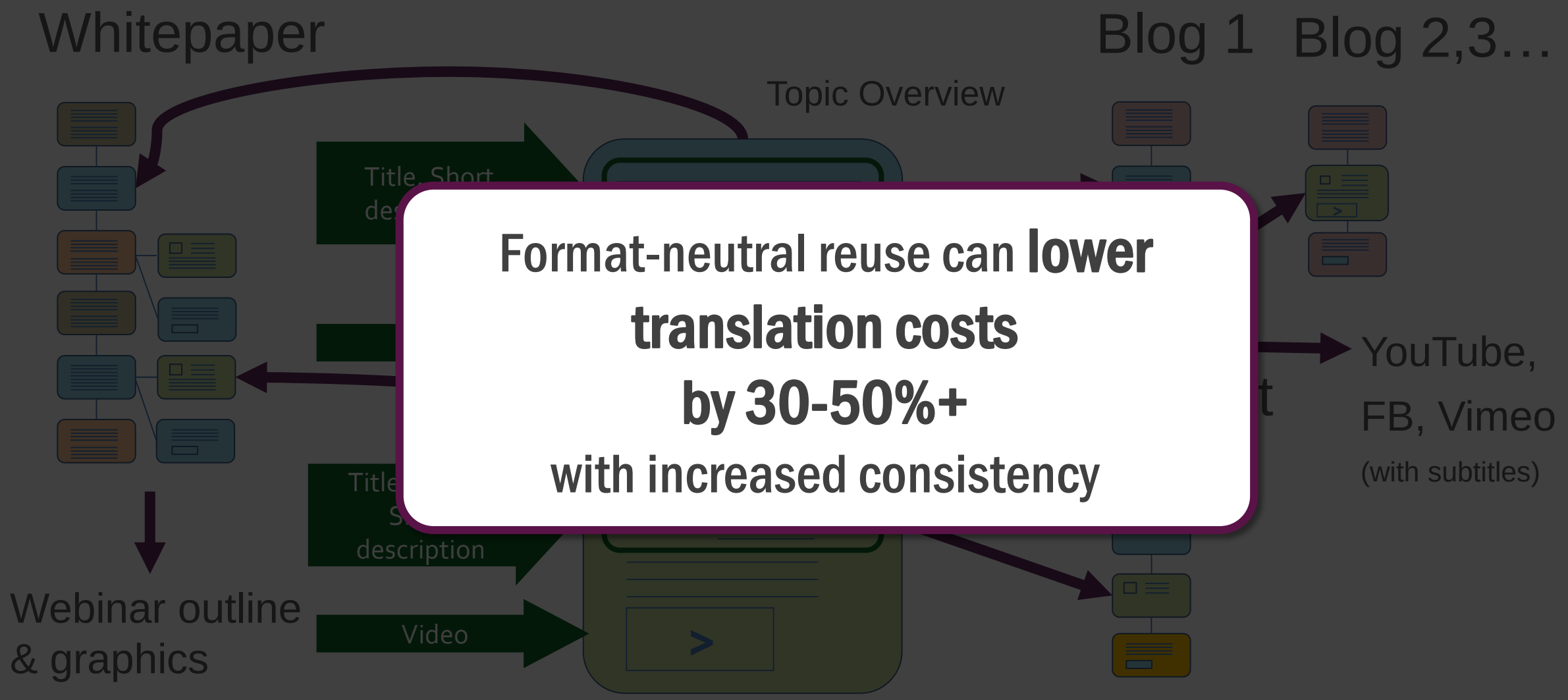



**“We atomized our content, and revenue bumped up 28%”**

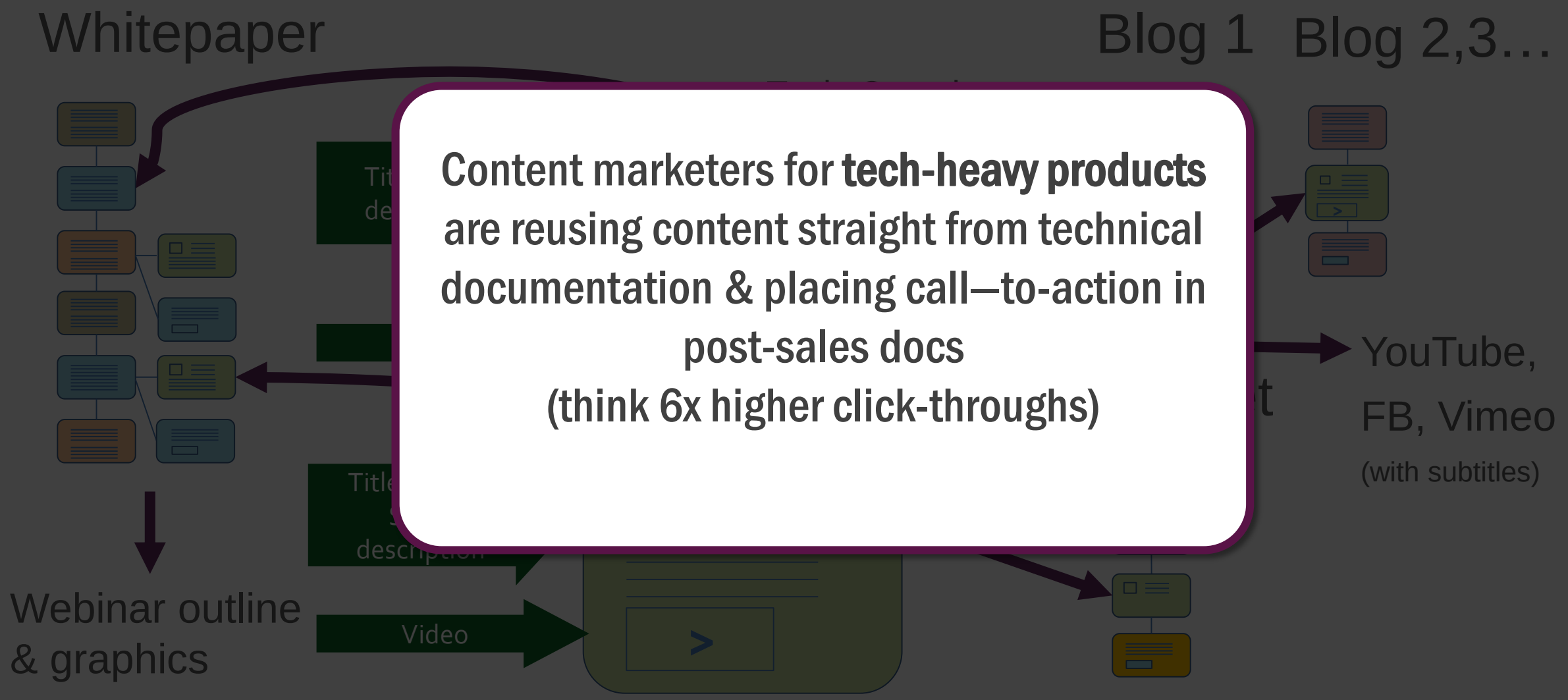
*How to atomize 1 piece of killer content into* (source)

# Adaptive content model & reuse




**Format-neutral reuse can lower translation costs by 30-50%+ with increased consistency**

# Adaptive content model & reuse




Content marketers for **tech-heavy products** are reusing content straight from technical documentation & placing call—to-action in post-sales docs
(think 6x higher click-throughs)

Content model & content types

Taxonomy & metadata

Layered systems architectures

# OMNICHANNEL PERSONALISATION

@NozUrbina
#SemanticsConf

# INTELLIGENT CONTENT & ARTIFICIAL INTELLIGENCE

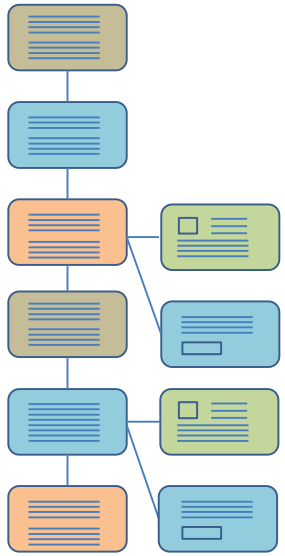
Noz Urbina
InsightLanc

# Content categories: Taxonomy

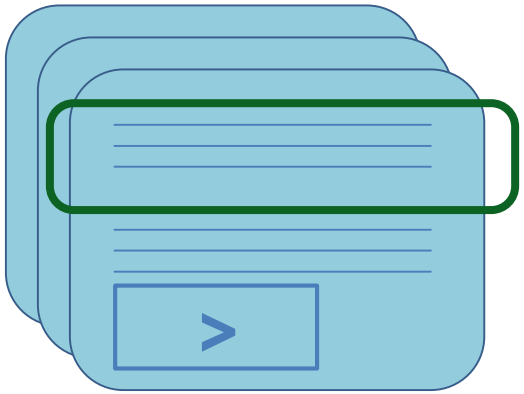
Cross-platform tagging enables unified strategies

# Adaptive content model

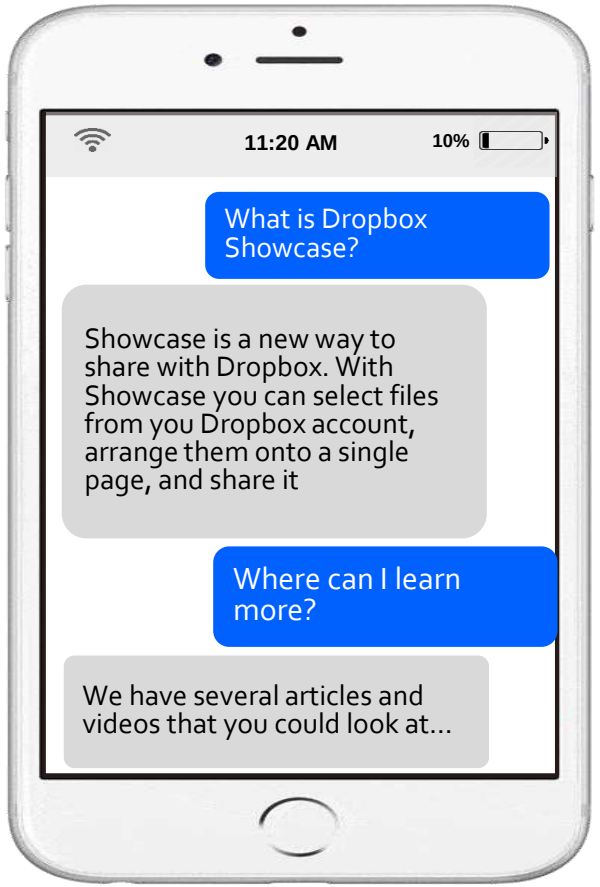
## Whitepaper



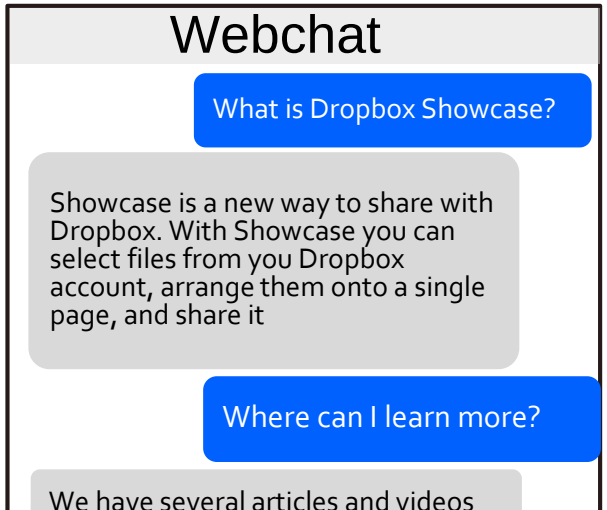
Product/Feature Overviews



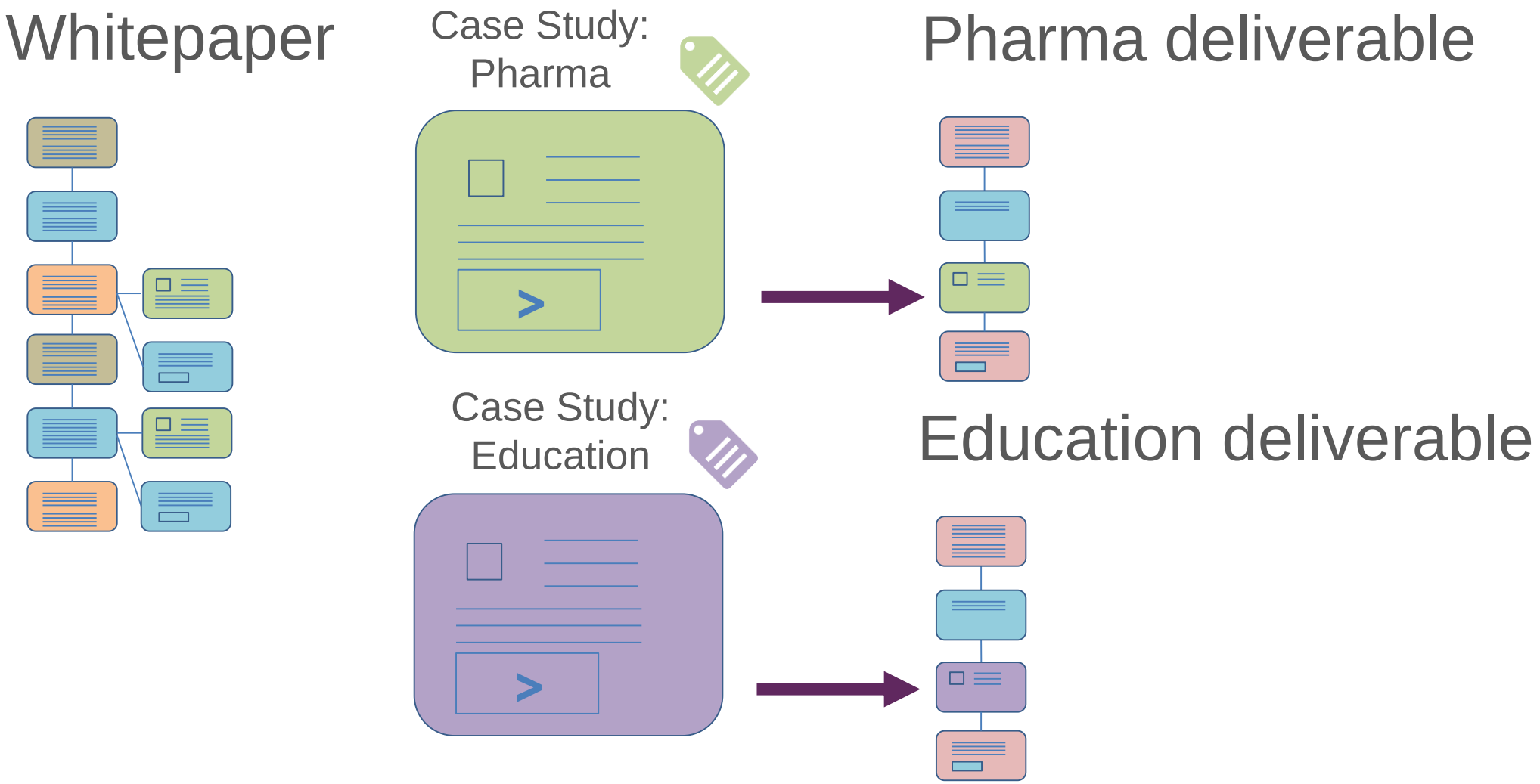
Mobile Chat(Bot)




Onsite Chat(bot)

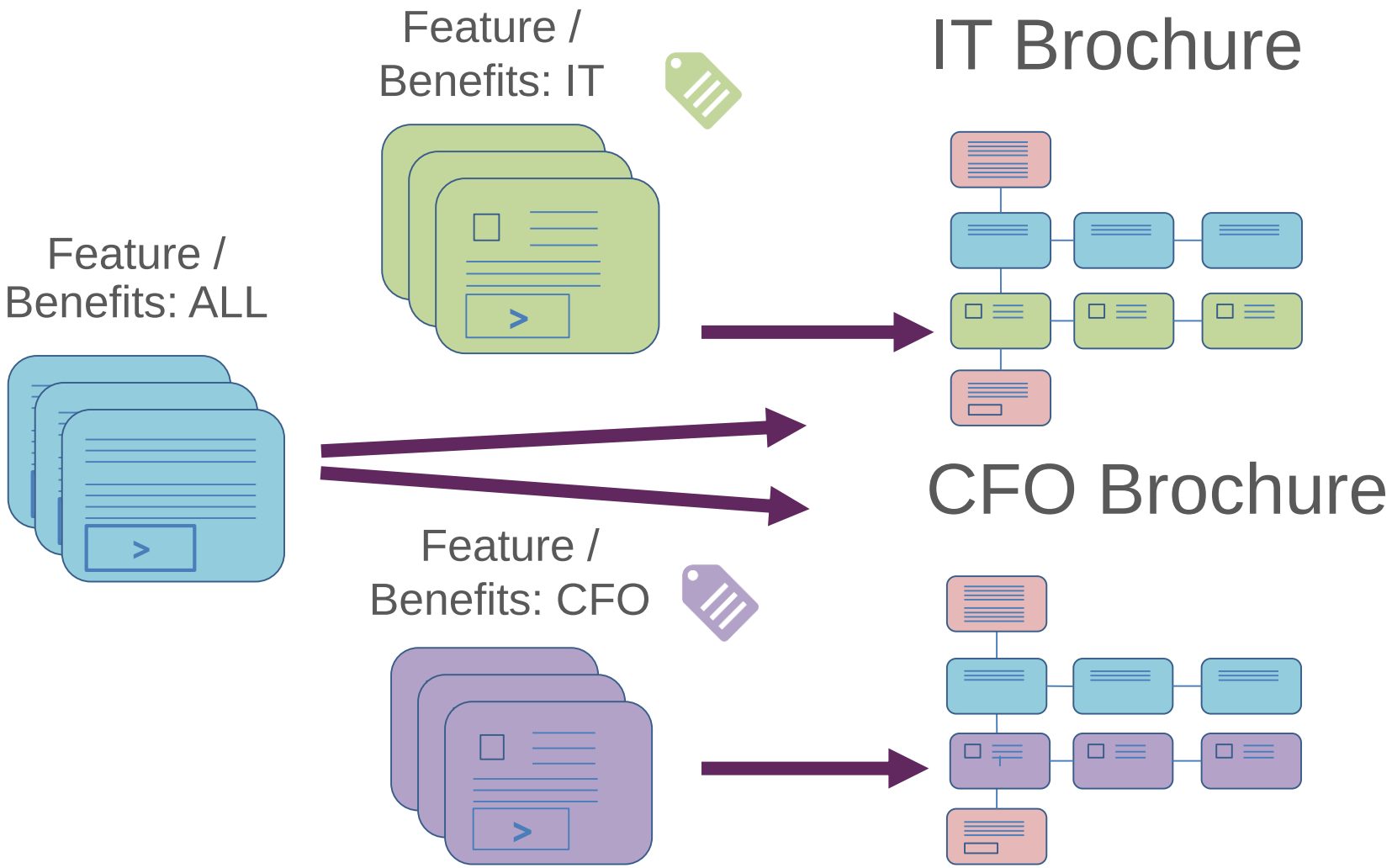


# Adaptive content model & reuse



# Adaptive content model & reuse

"The average B2B firm has roughly **seven internal stakeholders** to align"
– Forbes (source)



Content model & content types

Taxonomy & metadata

Layered systems architectures

# INTELLIGENT, ADAPTIVE CONTENT

@NozUrbina
#SemanticsConf

# Layering the architecture

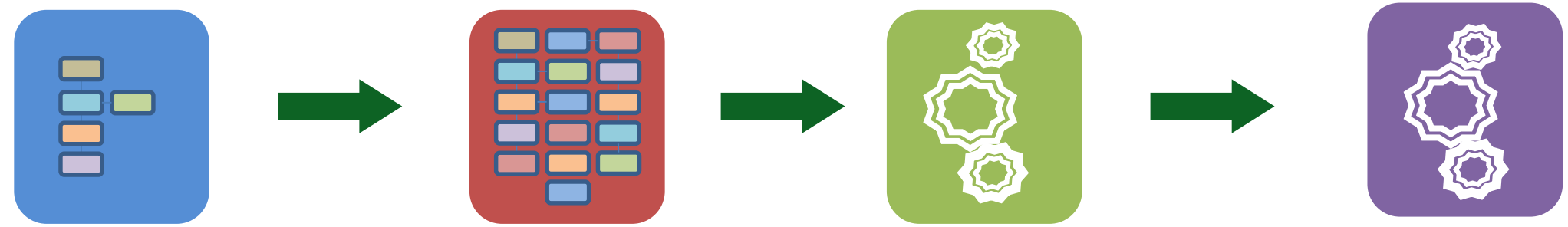
By separating the creation process into layers, content processes scale better

**1** Create (or extract) & categorise components (manual or automatic)

**2** Manage & translate in "Headless" mode

**3** Content Assembly (manual or automatic)

**4** Layout & delivery (manual or automatic)



centralised standards and systems

We must industrialise:

**Manage content as a business asset**,

separate from format,

with scalable, efficient processes

# CONCLUSION: ADDING RIGOUR TO DIGITAL

Noz Urbina
InsightLanc

Omnichannel flips the script from what the brand wants to say or do in the channel to what the customer wants to see or do

**RYAN SKINNER, FORRESTER**

Full interview bit.ly/omnix-rs18

OMNICHANNELX

# Content karma

The more real value you give to consumers

the more that will come back your way

# THANK YOU! Q&A?

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