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Content Transformation

What is it and why is it important?

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Digital Transformation is the Latest Craze in Content

According to Wikipedia:

> *"Digital Transformation is the novel use of digital technology to solve traditional problems. These digital solutions enable inherently new types of innovation and creativity, rather than simply enhance and support traditional methods."*

Meanwhile, Salesforce.com says:

> *"Digital transformation is the process of using digital technologies to create new – or modify existing – business processes, culture, and customer experiences to meet changing business and market requirements. This reimagining of business in the digital age is digital transformation."*

Digital Transformation Tries to Make Some Promises

More
Sales

Better
Service

Improved
Customer
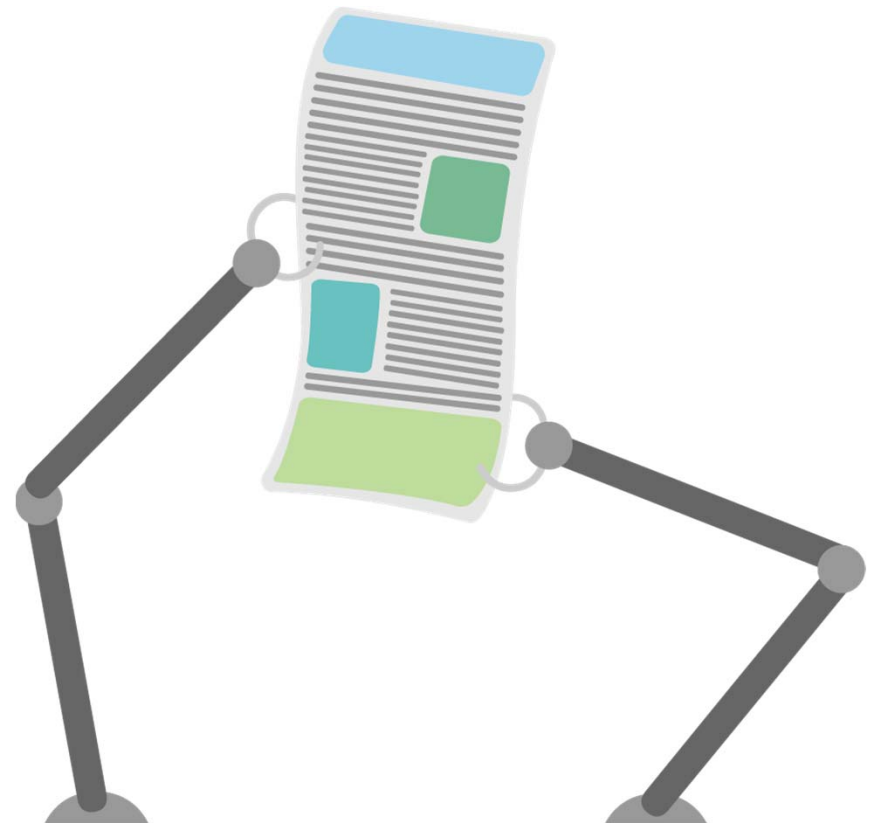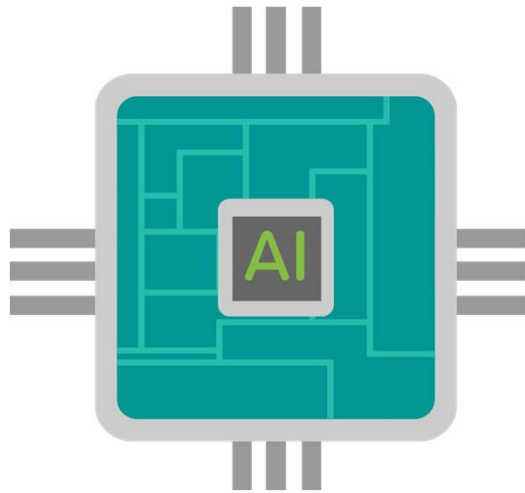Experience

Personalization

Poll Question #1:

Has your company embarked on a digital transformation initiative?
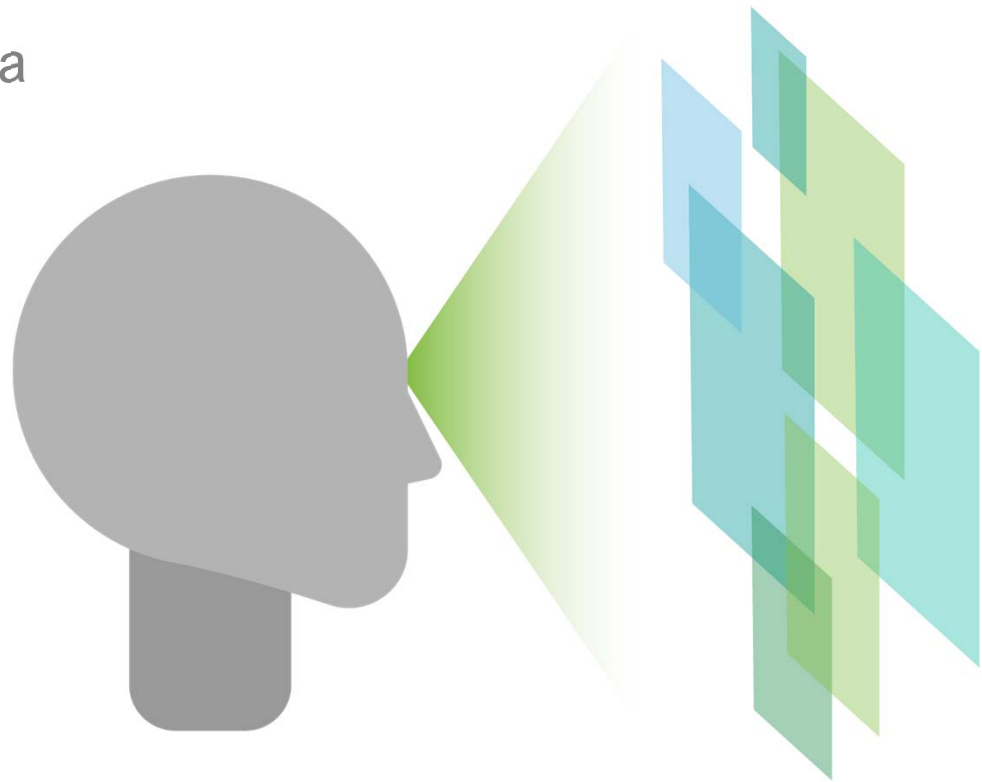
1. Yes

2. No

3. I Don't Know

Tools Tools Tools

- Content Management Systems
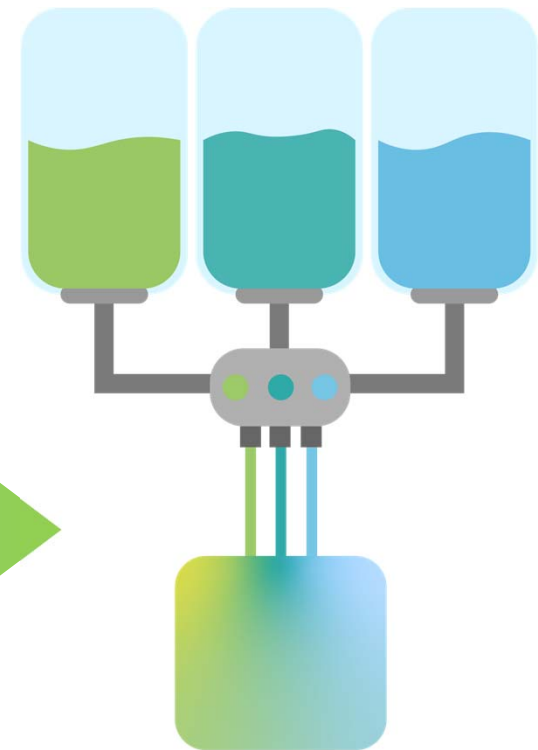- Marketing Automation Systems
- AI Systems

New Content Creates a New Experience

- New tools do not create a new experience
- New tools without new content is wasted time and money

What is Content Transformation?

- Changing the content so it is more versatile and reusable

- Moving from "one size fits one" to "one size fits many"
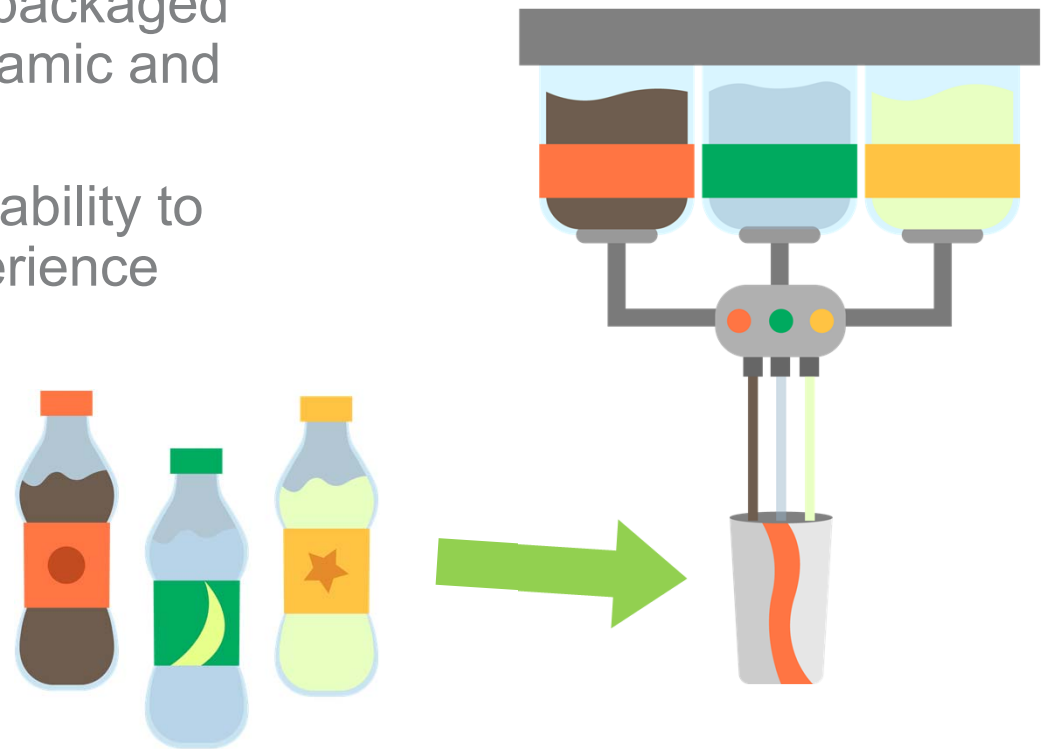
How Do We Transform Content?

Poll Question #2:

Have you moved from a non-structured to a structured environment?

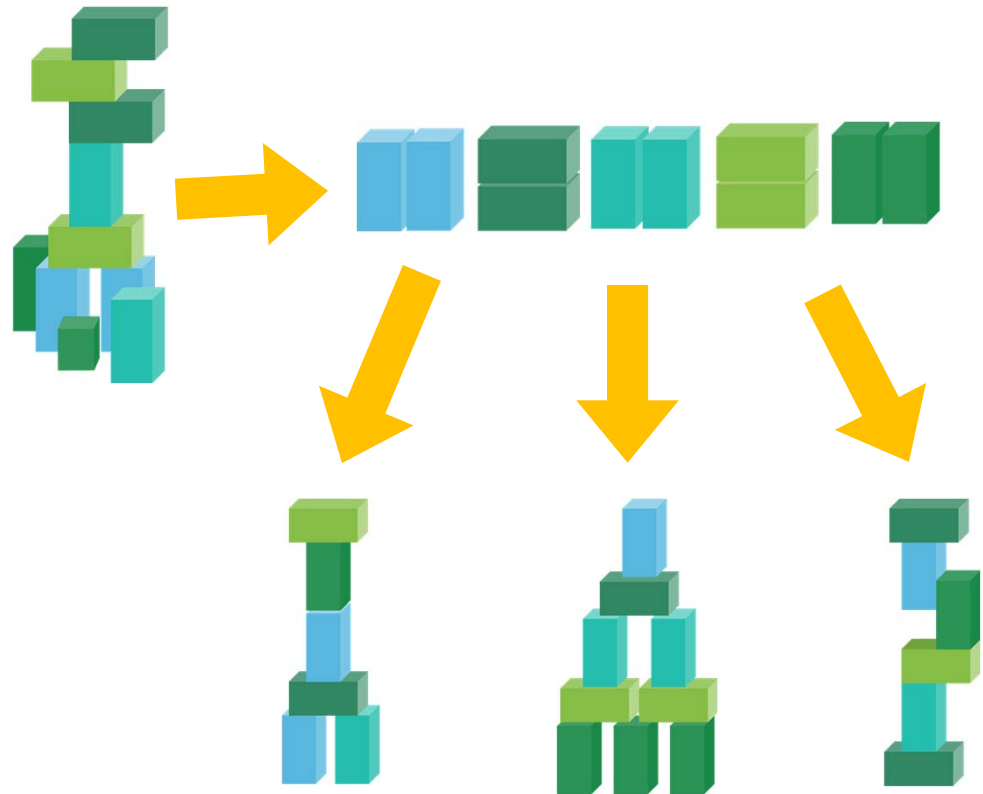1. Yes

2. Not Yet (Planning To)

3. No

Transformation is More Than Converting Formats

- It's about taking your pre-packaged content and making it dynamic and modular
- Transformation gives you ability to customize consumer experience

Chunk Into Smaller Modular Units

- Breaking your content down into smaller units makes it more versatile and reusable

- Less re-writing of the same content with slight variations

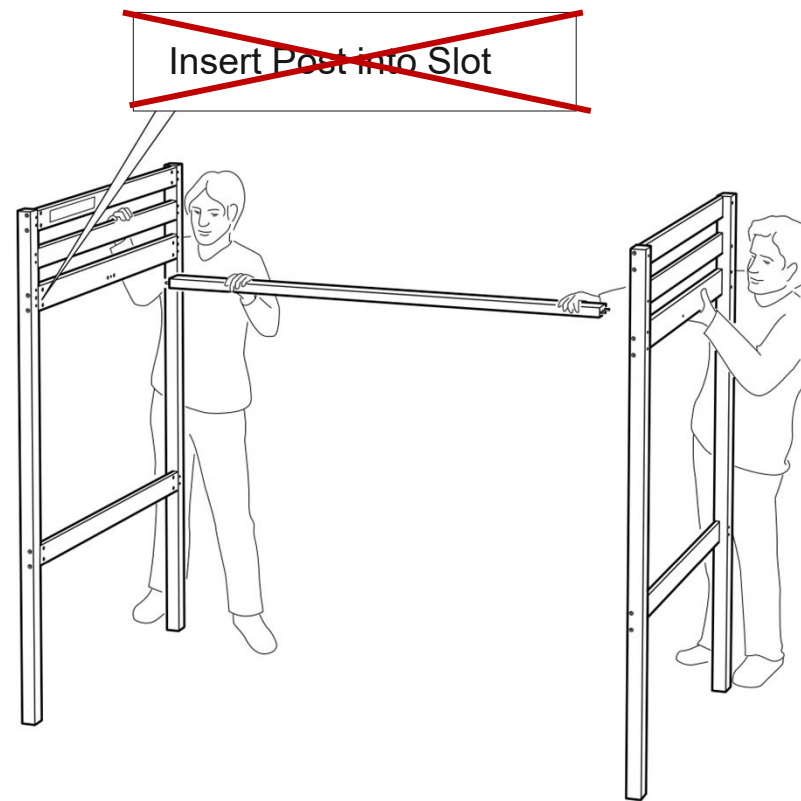- Can mix-and-match to personalize consumer experience

Rewrite Content for Reuse

- Some content is not ready for this type of organization
- Rewrite content for modular reuse

Remove Embedded Text From Illustrations

- Embedded text makes illustrations less reusable

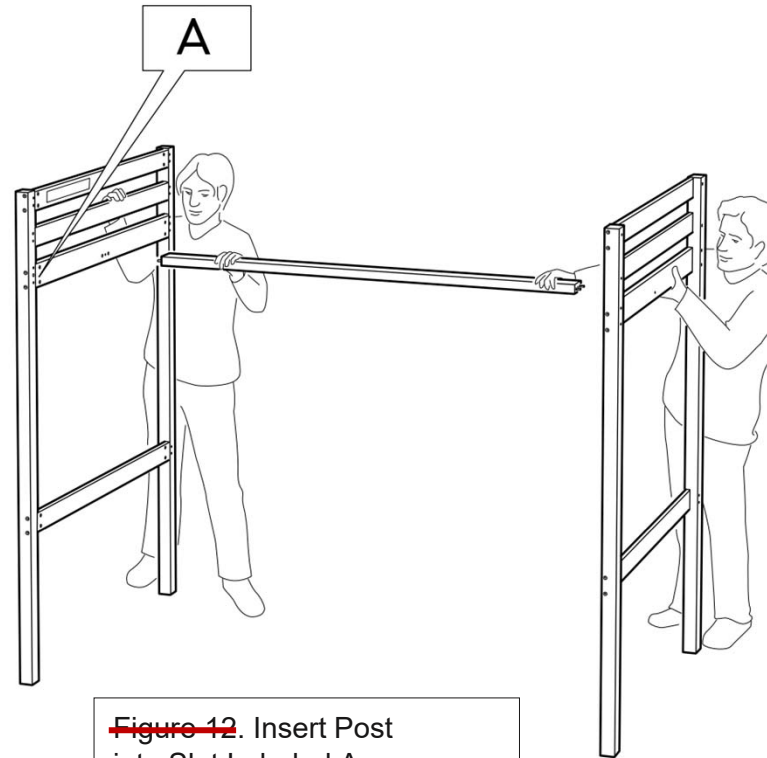- Embedded text is problematic in translation

Poll Question #3:

Do you manage your terminology?

1. Yes using spreadsheets or tables
2. Yes using software designed for terminology management
3. We need to be we don't know where to start
4. We need to but we haven't had time
5. No because it's not important right now

Relabel Figures and Tables

- Avoid numbering figures and tables

- Consider how you reference figures and tables

- Beware of "above" and "below"

A

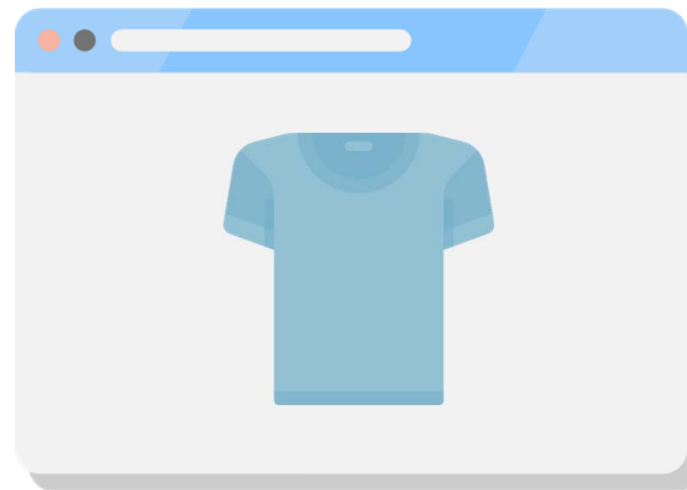~~Figure 12~~. Insert Post into Slot Labeled A

Poll Question #4:

Do you have a writing style guide?

1. Yes using a Word Document, Google doc, Wiki, or other file system
2. Yes using software designed for managing writing style
3. We need to be we don't know where to start
4. We need to but we haven't had time
5. No because it's not important right now

Tag for Searchability

- Add metadata to content so it can be easily found

Metadata

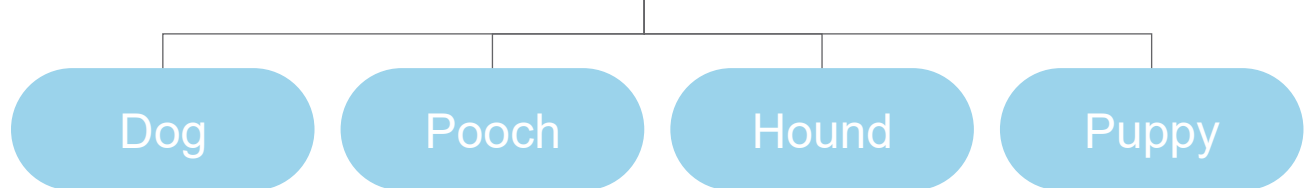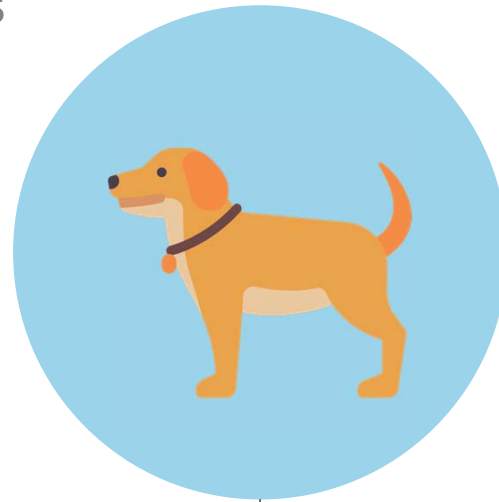| |
|---|
| Name: Blue Tee |
| Type: Shirt |
| Color: Blue |
| Material: Cotton |
| Size: Medium |

Standardize Terminology and Style

- Consistent terminology allows you to reuse content seamlessly

- Don't confuse your consumer

| Dog | Pooch | Hound | Puppy |

Follow Structured Authoring Guidelines

- Revise content to comply with your authoring guidelines
- Manage tone of voice and branding to deliver a consistent message

Summary

- Chunk into smaller modular units
- Rewrite content for reuse
- Relabel figures and tables
- Remove embedded text from illustrations
- Tag for searchability
- Standardize terminology and style
- Follow structured authoring guidelines

Questions?

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