Content Strategies That Will Increase Member Engagement Live Webinar with Hilary Marsh

May 19, 2022 | 11:00 AM Central





or hamber pros





After the webinar, you'll receive

- Recording of today's webinar
- CAE credit certificate

What we'll cover today

- 1. How to think more strategically about your content
- 2. How to use content to reach and engage current and prospective members
- 3. What content to repurpose, and how

Takeaways

Your content IS your value
 Make sure your content connects
 Do more, not create more

1. Content is our value

What is content?

- Committee report
- Association initiative
- Advocacy call for action
- Code of Ethics
- Original research
- Clinical practice guideline

- Position statement
- Industry trend analysis
- Thought leadership
- Job posting
- Scholarship announcement
- Topic of interest

Content takes different forms and formats

- Magazine article
- Talking points
- Research report
- Course
- Webinar
- Conference session
- Press release
- Newsletter

- Web pages
- Blog posts
- Infographics
- Images
- PDFs
- Video
- Audio

Content strategy

The planning and judgment for the creation, publication, dissemination, and governance of useful, usable, effective content across departments and functional areas.

Source: "Content Strategies for a Changing World" report ASAE Foundation, 2019 Carrie Hane, Dina Lewis, CAE, Hilary Marsh http://bit.ly/assn-content-strategy-report **Content is the way** our work is manifested in the world







MEMBERSHIP

EVENTS

ADVOCACY

INITIATIVES

NEWS

RESOURCES

ABOUT

Member Login

Join a Council or Committee Add your voice to the growing business community in San Antonio Learn More



About

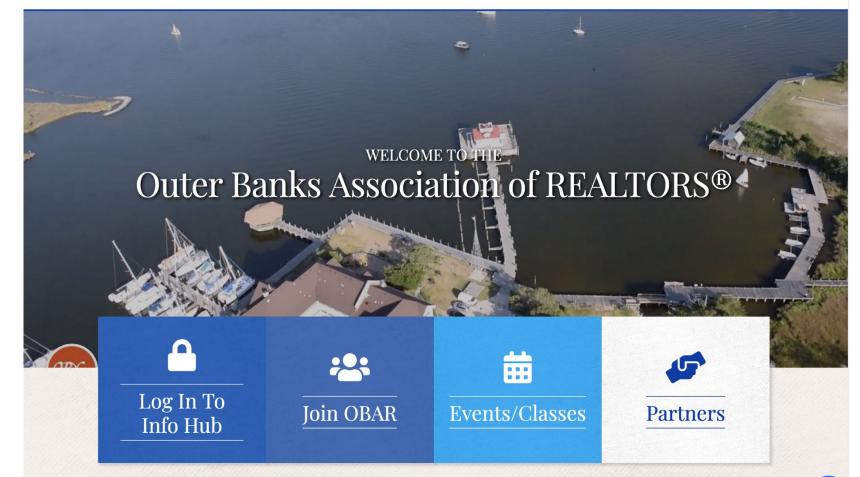
San Antonio Chamber of Commerce

With more than 1,650 members, the San Antonio Chamber of Commerce is the largest and most influential pro-business organization in the region. As the primary voice of

ABOUT MEMBERSHIP EDUCATION



COMMITTEES ADVOCACY RESOURCES



Content is a valuable investment

1. Content is important

Association members ranked dissemination of knowledge or content as one of an association's most important functions (Decision to Join)

2. It constitutes a significant portion of revenues and expenses Periodicals & publications: 8.82% revenue/8.11% expense Educational programming: 9.96% revenue/8.17% expense (2016 Operating Ratio Report)

How much are yo

11/0

IPITC

XXXXXXXXXXX

05

G

STI CH

TRU

SB

How much are you investing?

One page of web content: about \$2,000

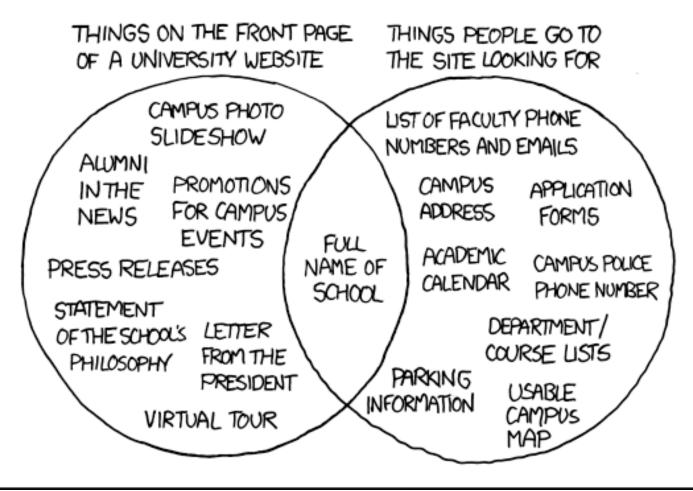
- \$560/day for each person (writer, manager, IT support, analytics, etc.) based on \$75,000/year salary + benefits
- Average time of 3.5 days to plan, research, write, review, and publish, assuming more time to create and less time to maintain

2. Make sure your content connects with your audience

We do not see things AS THEY ARE.

We see things AS WE ARE.

ANAÏS NIN Seduction of the Minotaur



http://xkcd.com/773/

Know your audience

- Their context how your content solves a need or pain point
- Their level of expertise/familiarity with the topic
- The language they use to name the topic

What do you know about them?

- What are they already experts in?
- What don't they know now?
- What keeps them up at night?
- How tech-savvy are they?
- What do they read?
- What do they do outside of work?

http://www.slideshare.net/est3ban/empathybased-personas-gaining-a-deeper-understanding

2

ALL ALLANDER

esen

R.J. Silver





What audiences want

- 1. Give me benefits, not just information (What's in it for me?)
- 2. Approach me as a person, understanding my life stage and struggles
- 3. Give me the freedom to use the site as I want
- 4. Make it peer-centric
- 5. Simplify! Shorten! Avoid jargon!
- 6. Don't waste my time when I'm trying to find what I need



WIIFM?

 \cap

6 P



Write it to them

Connect with the reason for the member's visit to your website:

- What problem are they having?
- How does your organization solve their problem?
- What benefits can you offer?
- What results can they expect to achieve?

To do this

- Focus more on the visitors than on your business.
- Talk about them and their needs.
- Visitors don't care about your organization until they know your org cares about them and their experience.

https://www.customerfocuscalculator.com/



RESOURCES

ABOUT

Q

Member Login



Join a Council

EVENTS

ADVOCACY

Analysis of https://www.sachamber.org/, with the company name of SAN ANTONIO CHAMBER OF

COMMERCE

11000

INITIATIVES

NEWS

Customer Focus: 20%

Self Focus: 80%

It appears that your web page has 6 words focused on your visitor, while it has 24 words focused on your business. That means your site is focused on your customer 20% of the time, while focused on your business 80% of the time.

It appears that this web page speaks about your own business more than 4 times as much as it speaks to your customer. It's likely that this is having a negative impact on your conversion results. What can you do to shift the focus to your customers?

San Antonio Chamber of Commerce

With more than 1,650 members, the San Antonio Chamber of Commerce is the largest and most influential pro-business organization in the region. As the primary voice of



MEMBERSHIP



Outer Banks Associati



WELCOME TO

COMMITTEES ADVOCACY RESOURCES

Here Are Your Customer Focus Results!

Analysis of https://www.outerbanksrealtors.com/, with the company name of OUTER BANKS ASSOCIATION OF REALTORS

Customer Focus: 12.5%

Self Focus: 87.5%

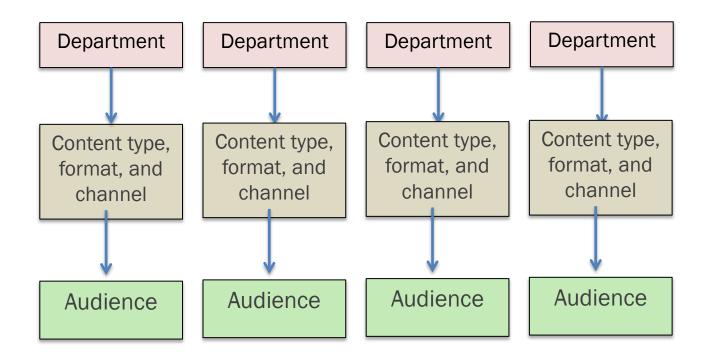
It appears that your web page has **2 words focused on your visitor**, while it has **14 words focused on your business**. That means your site is focused on your customer **12.5%** of the time, while focused on your business **87.5%** of the time.

It appears that this web page speaks about your own business more than 7 times as much as it speaks to your customer. It's likely that this is having a negative impact on your conversion results. What can you do to shift the focus to your customers?

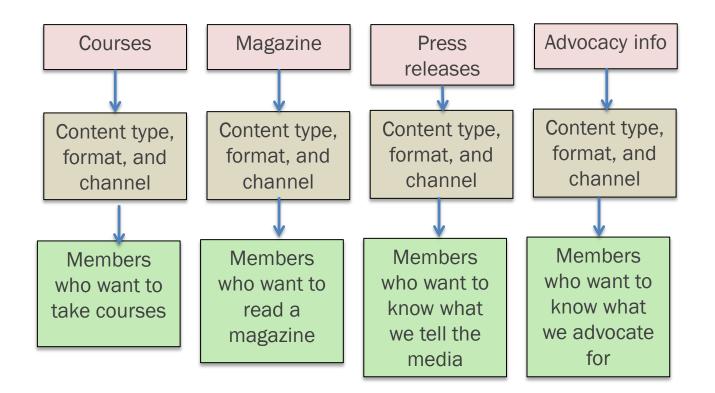


We often create content in silos

Old thinking



Old thinking

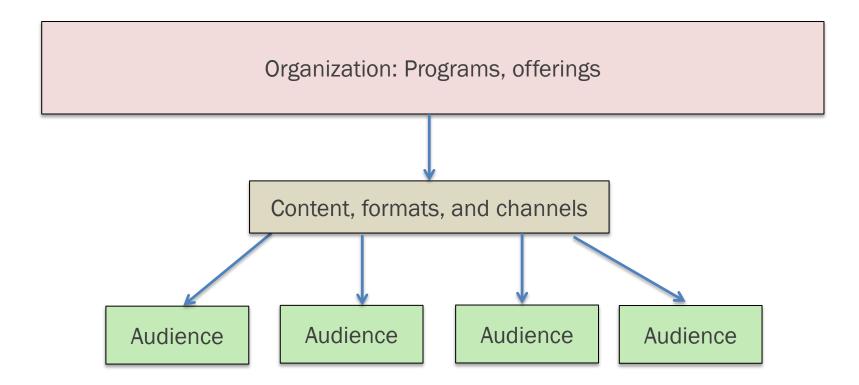


"Users don't care about your org chart."

-Lou Rosenfeld

Author, Information Architecture for the World Wide Web

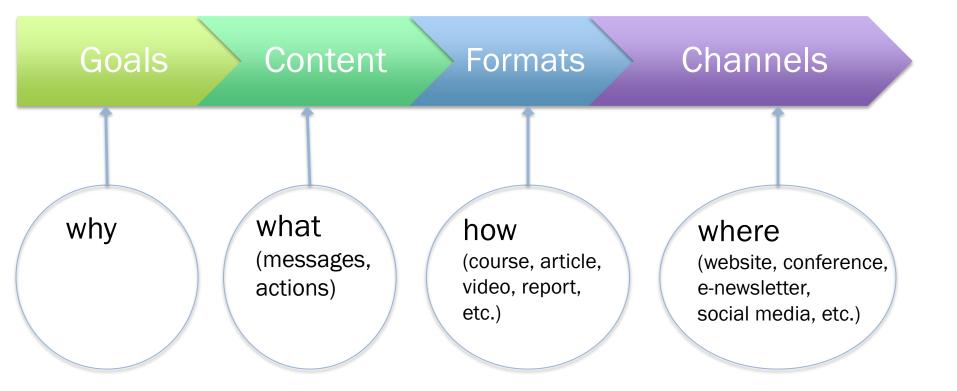
New thinking



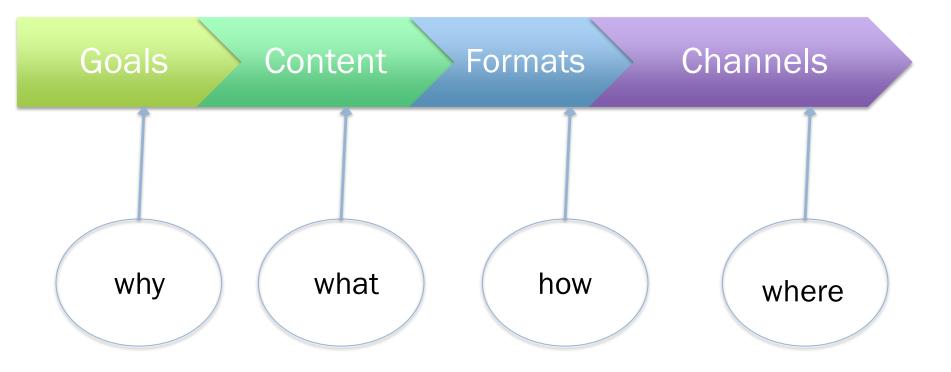
Working together for member satisfaction

3. Curate and repurpose

How content should happen



Example: Code of Ethics



Code of Ethics: Goals

Formats

Channels

 Ensure that members are ethical

Goals

- Increase the reputation of the profession
- Help members
 avoid problems

Code of Ethics: Content



- Formalize ethical behavior into a code: Principles of ethical behavior
- Rewards for following, penalties for not following

Code of Ethics: Formats

- Brochure
- Book
- Course
- Poster
- Conference
 session

Webinar

Formats

Success story

Channels

- Press release
- Presentation
- Podcast episode
- Magazine article
- Video series

Code of Ethics: Channels

Formats

Magazine

• Website home page

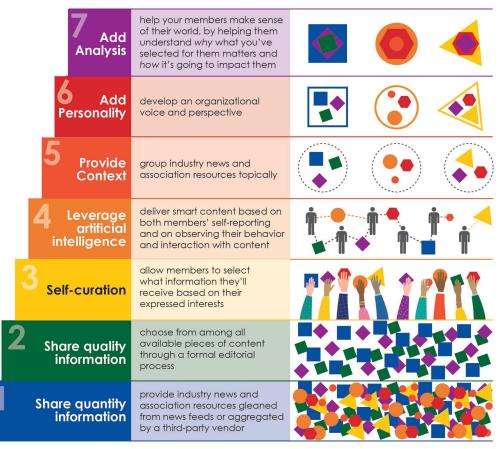
Channels

- Association "university"
- Conference
- E-newsletter
- Social media

Code of Ethics

Goals	Content	Formats	Channels
 Ensure that members are ethical Formalize ethical behavior into a code 	 Principles of ethical behavior Rewards for following, penalties for not following 	 Course Poster Test Success story Webinar Book Video series 	 Website home page Conference E-newsletter Social media Partner website Association "university"
why	what	how	where

Association Content Curation Maturity Model



https://contentcompany.biz/blog/content-curation-maturity/

Takeaways

Your content IS your value
 Make sure your content connects
 Do more, not create more

Strategy

- Content strategy statement: Serves as an organization-wide mission statement for content.
- Stakeholder interviews with staff or volunteers to better understand business and content needs and objectives.

Operations

- Content governance: policies, processes, roles, and standards for content creation and management.
- Job descriptions for content authors or managers that includes accountability for content work.
- Training for content authors on how to create digital content.
- Collect, analyze, and use digital analytics to measure content effectiveness and make decisions.

Content quality

- Content audits catalog and evaluate content.
- Editorial style guide or content writing guidelines.

Audience understanding

- **Personas:** Prototype profiles that describe audience needs and motivations.
- Customer journey maps: Show what toppriority audiences want, and how to deliver that through our offerings (programs, products, services, tools, resources, etc.).
- Usability testing or audience surveys measure satisfaction with content.

Content planning and marketing

- Central content calendar that all content creators contribute to.
- Search engine optimization strategy.

Taxonomy/metadata

- Single controlled vocabulary (i.e., taxonomy) to categorize content in all databases and repositories.
- Metadata strategy that describes content so that it can be reused across platforms and systems.

Content structure

- Content models to plan for and document definitions of the elements of each content type.
- Structured content approach ensures that content is planned, developed, and able to be connected or referenced in any print or digital interface.

What we found in the study

- Associations of all sizes and types are doing at least some content strategy activities
- The tactics helped us create a model of maturity for content strategy work
- There are common pain points, with pathways out of each one





Feel uncertainty

I'm executing

Have responsibility



- Feel excitement
- Have permission

I'm planning

Content Strategy Focus

- Tactics
- Mindset
- Aspirations

Content Strategy Focus

- Risk: Bust silos → Build bridges
- Fear: New models needed
- Growth: Small \rightarrow Big wins

• Feel confident & accomplished

• Have collaboration

I'm iterating

Content Strategy Focus

- Less about how
- Tactics are part of processes
- Creating/sustaining
 culture

Content strategy maturity assessment tool

Instructions for the online version of this tool: On each colored row, enter a 1 in the column that most closely describes where your organization fails. (Numbers in the dark green column equal 5 points, in the light green column equal 4 points, in the peach column equal 3 points, in the light red column equal 2 points, and in the dark red column 1 point. Exception: the content governance and content planning calendar rows are worth double, because those activities are especially valuable.)

Instructions for the print version of this tool: On each colored row, enter a number in the column that most closely describes where your organization fails. Enter a 5 in the dark green column, a 4 in the light green column, a 3 in the peach column, a 2 in the light red column, or a 1 in the dark red column. Exception: the content governance and content planning calendar rows are worth double, because those activities are especially valuable.

activities are especially valuable.	-				
contentompany.biz	Yes, and all content owners use it	Yes, but only some content owners use it	We're working on that (e.g. did it once but not regularly)	Maybe— I'm not sure	No
Strategy					
We have a content strategy statement that serves as an organization-wide mission statement for content.					
We conduct regular stakeholder interviews with staff or volunteers to better understand business and content needs and objectives.					
Operations					
We have established content governance policies including processes, roles, and standards for content creation and management.					
If someone is responsible for creating or managing content, their job description includes accountability standards for content responsibilities.					
We provide training on a regular basis to authors/subject-matter experts on how to create digital content.					
We collect, analyze, and regularly refer to digital analytics to measure our content effectiveness and usage and to make decisions about future content creation.					
Content quality					
We conduct regular content audits to catalog and evaluate the content we produce.					
We have an editorial style guide or content writing guidelines for the content we produce.					
Audience understanding					
We have personas , or profiles, that describe our top-priority audiences' needs and motivations.					
We have created customer journey maps to help us understand what our top- priority audiences want from our organization, and how to deliver that through our offerings (programs, products, services, tools, resources, etc.).					
We conduct regular usability testing or audience surveys to measure satisfaction with the content we produce.					
Content planning and marketing					
We have a central content planning calendar that all content creators contribute to.					
We have a search engine optimization strategy.					
Taxonomy/metadata					
We have established a single controlled vocabulary (i.e., taxonomy) to categorize content in all databases.					
We have a metadata strategy that describes our content so that it can be reused across platforms and systems.					
Content structure					
We use content models to plan for and document definitions of the elements of each content type we produce.					
We have adopted a structured content approach to ensure our content is planned, developed, and able to be connected or referenced in any interface, print or digital.					
Scoring Advanced: 80–110 Beginner: 40–59	0) c) o	Total:	
Intermediate: 60–79 Not yet started: 39 or less					

Where are you now?

- Do this assessment with your colleagues
- Map where you are now
- Choose which areas to address first

http://bit.ly/contentstrategy-maturity-assessment

Resources for you

- Audience understanding article and workbook: <u>https://contentcompany.biz/blog/know-what-your-audience-really-wants/</u>
- Empathy-based personas: Shifting your view from inside-out to outside-in: <u>https://contentcompany.biz/blog/empathy-based-personas/</u>
- Maximize content value with rapid reuse: <u>https://contentcompany.biz/blog/maximize-content-value-with-rapid-reuse/</u>
- "Content Strategies for a Changing World" report, ASAE Foundation: <u>http://bit.ly/assn-content-strategy-report</u>
- Climb the ladder of content curation: <u>https://contentcompany.biz/blog/content-curation-maturity/</u>
- How to adopt content strategy? Crawl, walk, then run: <u>https://contentcompany.biz/blog/how-to-adopt-content-strategy-crawl-walk-then-run/</u>



Thank you!

Hilary Marsh hilary@contentcompany.biz

https://contentcompany.biz @hilarymarsh on Twitter

Subscribe to my newsletter: https://contentcompany.biz/newsletter/ Join the content strategy community: https://content-strategy.com

Photo by Joanna Kosinska on Unsplash