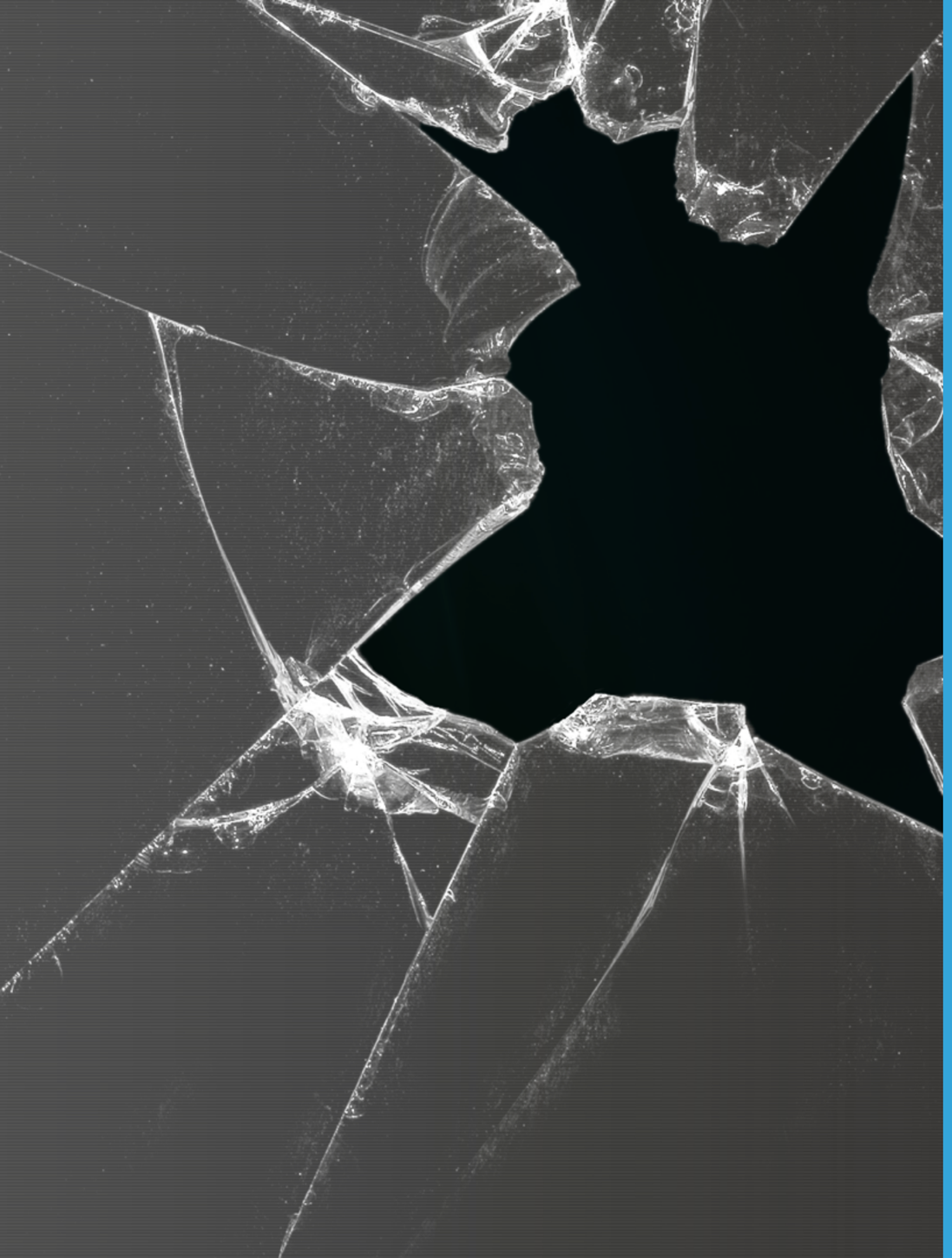
BEFORE WE GET STARTED …

AFFIRMATIONS

I'M DOING THE BEST
I CAN.

NO ONE IS STUPID ON PURPOSE.

IT'S ONLY THE INTERNET.



YOUR WEBSITE IS PROBABLY BROKEN.

About Northern Michigan University

Northern Michigan University, located in Marquette, Michigan, is a dynamic four-year, public, comprehensive university that has grown its reputation based on its award-winning leadership programs, cutting-edge technology initiatives and nationally recognized academic programs.

Northern Michigan has a population of about 9,000 undergraduate and graduate students. It offers 147 degree programs, including 25 graduate programs.

The university has two semesters per year, a fall and winter semester, and two summer sessions. NMU is one of three Michigan public universities to also serve a community college role for its region, which means the breadth of NMU's academic programs range from one-year diplomas through a doctorate. NMU began offering its first doctoral program – the Doctor of Nursing Practice – in fall 2014. NMU's most popular bachelor's degrees are art and design, nursing, criminal justice, elementary education and biology. The university's fastest growing academic areas are clinical science, biology, and the geographical and environmental sciences.

Some of the NMU degree programs to receive national or international recognition in the recent years have been art and design, business, computer science, education, English and nursing. Some unique aspects of Northern's academic menu include being the only university to offer five national Accrediting Agency for Clinical Laboratory Science accredited programs in the United States and one of three universities nationwide with both diagnostic molecular science and cytogenetics programs. NMU is one of only two Michigan universities to have an entrepreneurship major. It also has one of the few programs in the country for both ski management and wildland firefighting. Programs that boast 90 percent placement rate or higher are business, clinical sciences, engineering technology, music education, line and power technician, and theater, as well as our pre-medical and pre-dental students for professional school admittance. In fact, Northern has programs in 42 of the 50 fastest growing occupations as identified in the "Training for Michigan's Hot Jobs" report.

One of Northern's most consistent traits is for providing outstanding personal attention to students.

More than 75 percent of NMU's 300-plus full-time faculty members have doctorates or the highest degree in their fields, and a hallmark of the NMU experience is that full-time faculty members teach at all levels - freshmen through graduate courses. NMU's 1,100 employees view helping students succeed as not only a university priority, but a personal goal.

Northern Michigan University has two highly acclaimed leadership

Other NMU programs of note include the First Year Experience program, Honors Program, Freshman Fellows, which matches incoming freshmen with faculty members for collaborative research. Northern also offers outstanding study abroad opportunities.

NMU is also home to an Olympic training site for elite-level Greco-Roman wrestlers and weightlifters. Northern sponsors 13 intercollegiate sports: seven men's (basketball, football, golf, ice hockey Nordic skiing, soccer, swimming and diving) and 10 women's teams (basketball, cross country, golf, lacrosse, Nordic skiing, soccer, swimming and diving, indoor track and field, outdoor track and field and volleyball). Most of the programs compete at the NCAA Division II level in the Great Lakes Intercollegiate Athletic Conference. The Wildcat men's ice hockey program is NCAA Division I and a member of the Western Collegiate Hockey Association. NMU has won NCAA team titles in football (1975), men's hockey (1991) and women's volleyball (1993, '94). The university also has strong club sports and intramural programs.

Over the past decade, Northern Michigan University has been selected for numerous international and national awards for its use of next-generation technology in the higher education setting.

NMU is one of the largest notebook computer campuses in the United States, with all full-time students receiving either a ThinkPad or MacBook as part of tuition. The university has been cited as one of the most wired and most densely wireless campuses in the country. Northern was the first U.S. university to own and operate a WiMAX (4G) network, which has now been converted to LTE and spans about 40 square miles. Northern's work with WiMAX technology was so innovative at the time it resulted in President Barack Obama choosing the NMU campus as the site to announce his national wireless initiative in 2011.

Northern's hometown of Marquette is a city of 20,000 residents located along the southern shore of Lake Superior. Michigan's Upper Peninsula region is known for its safe, friendly and natural environment. Marquette enjoys four distinct seasons that are celebrated by a wide variety of festivals and activities throughout the year. The Marquette community and Northern Michigan University are intricately intertwined, which adds to the vitality of the area and to the opportunities available to NMU students.

NMU's 360-acre campus features 52 facilities, including the Seaborg Science Complex, a state-of-the-art venue with more than two dozen laboratories, and recently renovated Thomas Fine Arts and Art and Design buildings. NMU's campus also houses a university theater, an award-winning library, a university center, two art galleries, and a three-structure sports and recreation complex of which one is the Superior Dome, the world's largest wooden dome. The diversity of the U.P.'s geographical terrain serves the NMU community as an extensive outdoor classroom. The university also owns an 18-hole golf course and a large woodland area.

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No one will ever read this?

POINTS OF PRIDE

— AN ELITE RESEARCH UNIVERSITY

UC Santa Barbara ranks among higher-education leaders in the United States and Canada as one of only 62 research-intensive institutions elected to membership in the prestigious Association of American Universities.

— A GLOBAL LEADER IN THE SCIENCES

In its 2013 ranking of the world's top 500 universities, Leiden University ranked UC Santa Barbara number 2 in terms of impact in the field of the sciences.

— A TOP 10 PUBLIC UNIVERSITY

U.S. News and World Report's 2016 "Best Colleges" guide, the most widely read college guide in the country, ranks UCSB number 8 among all public universities.

— A DISTINGUISHED FACULTY, FEATURING 6 NOBEL LAUREATES

UCSB's renowned faculty includes six winners of Nobel Prizes for landmark research in chemistry, physics and economics. An alumna of the College of Creative Studies was named 2009 Nobel Laureate in Physiology or Medicine. UCSB faculty members are also elected members of the most prestigious academic organizations, including the American Association for the Advancement of Science, with 90 current or former faculty; Guggenheim Fellows, more than 60; the American Academy of Arts and Sciences, 31; and the National Academy of Engineering, 25.

— THE NO. 1 "GREEN SCHOOL"

UCSB has been ranked as the No. 1 Green School among public universities by Princeton Review. Bren Hall, which houses the Bren School of Environmental Science & Management, and the Tipton Meeting House at the Sedgwick Natural Reserve, are among the "greenest" buildings in the nation, earning LEED Platinum certification — the highest sustainability rating possible — from the U.S. Green Building Council. In addition, UCSB has the largest portfolio of LEED-certified buildings in the University of California system.

— INNOVATING TREATMENT FOR AUTISM

The Koegel Autism Center at UCSB's Gevirtz Graduate School of Education has been recognized by the National Research Council as one of the top 10 state-of-the-art treatments centers for autism in the United States. It was here that Pivotal Response Treatment® was developed by Drs. Robert and Lynn Koegel.

— PRESERVING AMERICAN HISTORY AND CULTURE

The university is the editorial headquarters for The Writings of Henry D. Thoreau, a National Endowment for the Humanities (NEH) project that is publishing definitive scholarly editions of the complete works of naturalist and literary artist Henry David Thoreau.

The UCSB Library has also opened up the world of historic sound recordings by mounting thousands of digitized cylinder recordings on an immensely popular website.

— DEVELOPING TRENDSETTING TECHNOLOGIES FOR THE 21ST CENTURY

The campus is home to the California NanoSystems Institute, one of the first California Institutes for Science and Innovation. A research partnership with UCLA, the institute is creating revolutionary new materials, devices and systems that will enhance virtually every aspect of our lives.

— ADVANCING ENERGY EFFICIENCY

The interdisciplinary Institute for Energy Efficiency is bringing together more than 50 campus researchers with related expertise to develop new energy-saving technologies.

+ DRIVING BREAKTHROUGHS IN SOLID STATE LIGHTING

+ ENSURING EXCELLENCE FOR FUTURE GENERATIONS

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Self-congratulatory much?

Help Center

- **Mobile Options:**
  - How do I access my account from my smartphone?
  - Where can I find the First PREMIER Bank credit card app?
  - Can I use the First PREMIER Bank mobile banking app?
- **Personalized Identification Number (PIN):**
- **Enrollment and Log In:**
- **Current Credit Card Agreements:**
- **System Troubleshooting:**
- **Electronic Statements:**
- **Electronic Letters:**
- **Payment Options:**
- **Report Your Card Lost or Stolen:**
- **Cash Advance:**
- **PREMIER Credit Manager:**
- **FICO® Credit Score for Free:**
- **Our Blog:**

Contact Us

Telephone:
1-800-987-5521
1-605-357-3440

Our Customer Service Representatives are available:
Monday - Friday
7:00 a.m. to 9:00 p.m. CT
Saturdays
8:00 a.m. to 4:30 p.m. CT

Our Automated System is available 24-7:

- Make a Payment (Option 2)
- Check Balance & Available Credit (Option 1, enter account information)
- Request a PIN (Option 1, enter account information, Option 4)
- Report a Lost or Stolen Card (Option 6)

Mail Payments to:
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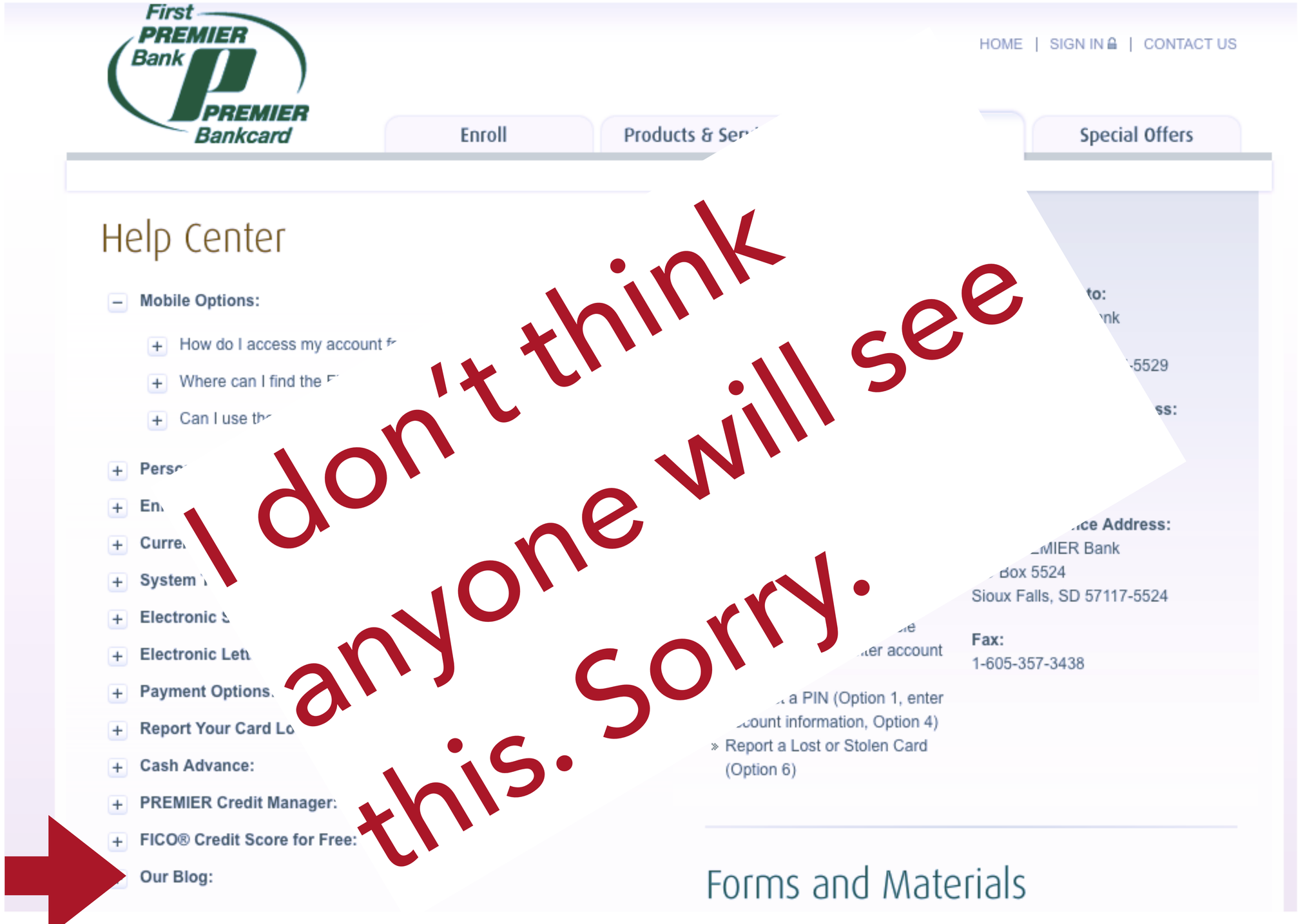
PO Box 5529
Sioux Falls, SD 57117-5529

Express Payment Address:
First PREMIER Bank
3820 N Louise Ave
Sioux Falls, SD 57107

Correspondence Address:
First PREMIER Bank
PO Box 5524
Sioux Falls, SD 57117-5524

Fax:
1-605-357-3438

Forms and Materials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(Option 6)
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Forms and Materials

SERVICES AND PRODUCTS

The Top 3 Benefits of the My PREMIER Credit Card Mobile App

February 25, 2016

IMPORTANCE OF CREDIT

How to Improve Your Credit Score

February 19, 2016

INVESTING IN OUR COMMUNITY

PREMIER BY THE NUMBERS

How many hours did employees donate in 2015?

February 10, 2016

INVESTING IN OUR COMMUNITY

PREMIER Employees Gather Care Packages for Troops

January 27, 2016

INVESTING IN OUR COMMUNITY

The PREMIER culture: kicking hunger to the curb

December 30, 2015

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Who is this blog for?

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Abstinence education
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- Childhood vaccine providers
- Child & Family Services
- Disease Intervention
- Family Planning
- HIV/AIDS and STD counseling & testing
- Public Health Alliance
- WIC

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Adoption information
AIDS & HIV counseling & testing sites
All Women Count! (breast/cervical cancer screening)
Assisted living centers, SD

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Body piercing & tattoo regulations (leaves DOH site)
Breast & Cervical Cancer Control *(All Women Count!)*
Breastfeeding information for parents, business and providers

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Cardiovascular health
Cancer Registry, SD
Careers, health care

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- Environmental health testing
- Forensic chemistry testing

Lead poisoning
Licensure
- Campground
- Food service
- Health facilities
- Lodging

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Lodging licensure

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Medical microbiology, SD Public Health Laboratory
Medical & Osteopathic Examiners, SD Board of
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Mercury and fish consumption
Metabolic Screening Program, Newborn
Methicillin-resistant *Staphylococcus aureus* (MRSA)
Midlevel Recruitment Assistance
Mold information

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Newborn Hearing Screening Program
Newborn Metabolic Screening Program

Was mad that their topic wasn't on the home page?

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Newborn Metabolic Screening Program
News, Department of Health

GOV.UK

Welcome to GOV.UK

The best place to find government services and information
Simpler, clearer, faster

Search GOV.UK

Popular on GOV.UK

- Universal Jobmatch job search
- Renew vehicle tax
- Log in to student finance
- Book your theory test
- Employment and Support Allowance

Benefits
Includes tax credits, eligibility and appeals

Births, deaths, marriages and care
Parenting, civil partnerships, divorce and Lasting Power of Attorney

Business and self-employed
Tools and guidance for businesses

Childcare and parenting
Includes giving birth, fostering, adopting, benefits for children, childcare and schools

Citizenship and living in the UK
Voting, community participation, life in the UK, international projects

Disabled people
Includes carers, your rights, benefits and the Equality Act

Driving and transport
Includes vehicle tax, MOT and driving licences

Education and learning
Includes student loans, admissions and apprenticeships

Employing people
Includes pay, contracts and hiring

Environment and countryside
Includes flooding, recycling and wildlife

Money and tax
Includes debt and Self Assessment

Passports, travel and living abroad
Includes renewing passports and travel advice by country

Visas and immigration
Visas, asylum and sponsorship

Working, jobs and pensions
Includes holidays and finding a job

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Voting, community participation, life in the UK, international projects

Environment and countryside
Includes flooding, recycling and wildlife

Retirement benefits

Benefits from retirement plans can provide critical financial resources, even if the person with dementia hasn't reached retirement age.

Retirement plans include:

- Individual retirement accounts (IRAs)
- Annuities

Pension plans typically pay benefits before retirement age to a worker defined as disabled under the plan's guidelines.

The person with dementia also may be able to withdraw money from his or her IRA or employee-funded retirement plan before age 59 1/2 without paying the typical 10 percent early withdrawal penalty. This money usually will be considered regular income, and taxes will have to be paid on the amount withdrawn.

In that case, if withdrawals can be delayed until after the person leaves work, income taxes due will likely be less because he or she will probably fall into a lower income tax bracket. Social Security benefits are also available before retirement age if Social Security disability requirements are met.

Sign up for our weekly e-newsletter

Be prepared for the changes Alzheimer's brings. Sign up for our enewsletter to receive coping strategies and planning tips. Also be alerted to new programs or resources that may help families living with Alzheimer's. **Subscribe now.**

Personal savings, investments and property

Personal assets — belonging to the person with dementia or other family members — can be sources of income to help pay for care. These include:

- Investments, such as stocks, bonds, savings accounts and real estate
- Personal property, such as jewelry or artwork

For example, the equity in a home could be converted into income, through a process called a reverse mortgage. This is a type of home equity loan that allows a person age 62 or older to convert some of the equity in his or her home into cash while remaining the homeowner. The amount the person is eligible to borrow is generally based on the person's age, home's equity and lender's interest rate. Reverse mortgages do not have an impact on Social Security or Medicare benefits, but they may affect qualifying for other government programs.

Government assistance

In addition to Medicare, the person with dementia may qualify for a number of public programs. These programs provide income support or long-term care services to people who are eligible. This includes Social Social Security Disability Income (SSDI) for workers younger than 65, Supplemental Security Income (SSI), Medicaid, veteran benefits, and tax deductions and credits.

Learn about veteran benefits.

Call 1.800.827.1000 or visit www.va.gov.

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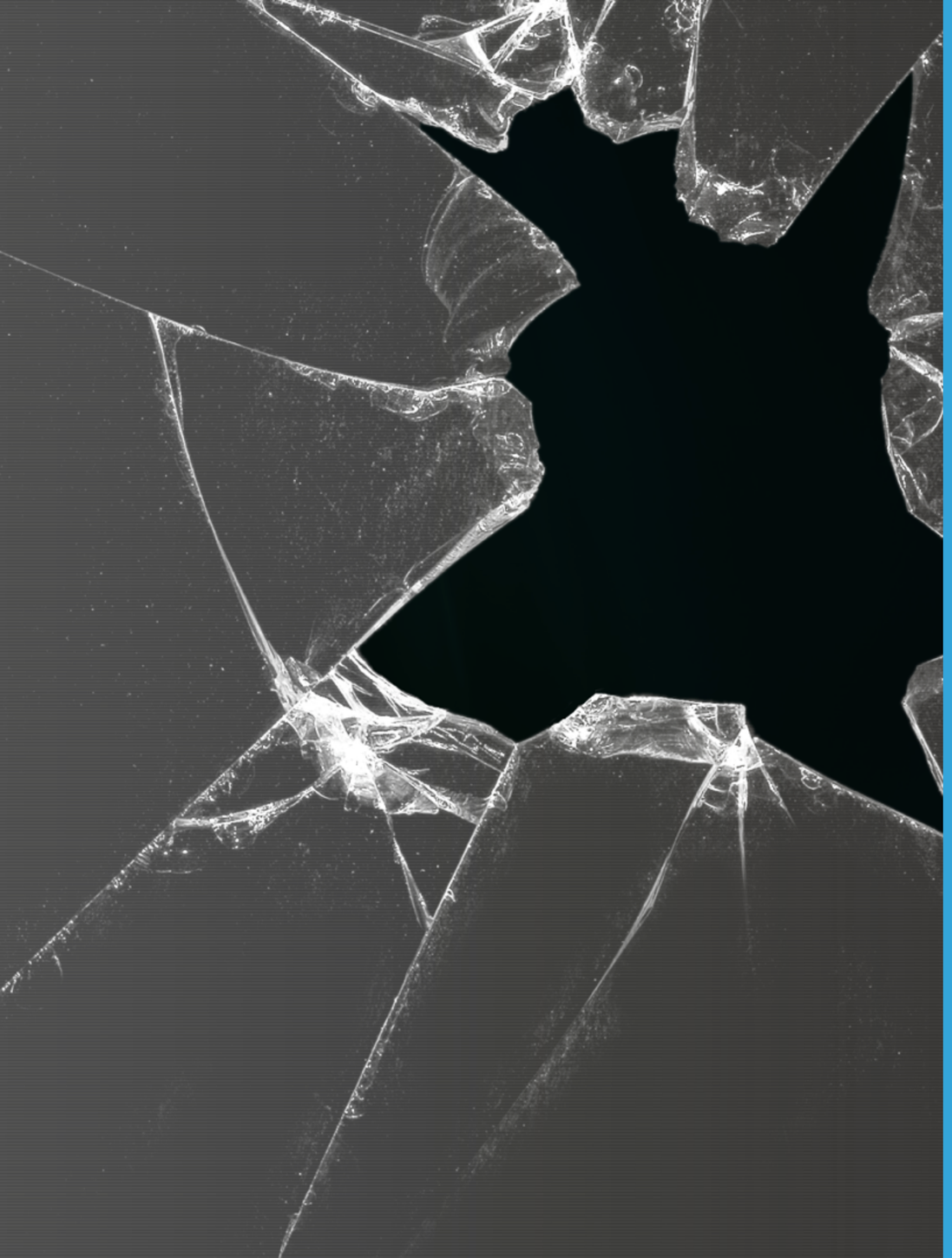
Nope. The newsletter sign up is not the most important information on this page.



BUT IT MIGHT NOT BE FOR THE REASON(S) YOU THINK.

I FEEL LIKE WE JUST CREATE MORE AND MORE OF THE WRONG CONTENT.

I FEEL LIKE WE JUST CREATE MORE AND MORE OF THE WRONG CONTENT.

WE SPEND ENTIRE MEETINGS ARGUING OVER WHO GETS A SPOT ON THE HOME PAGE.

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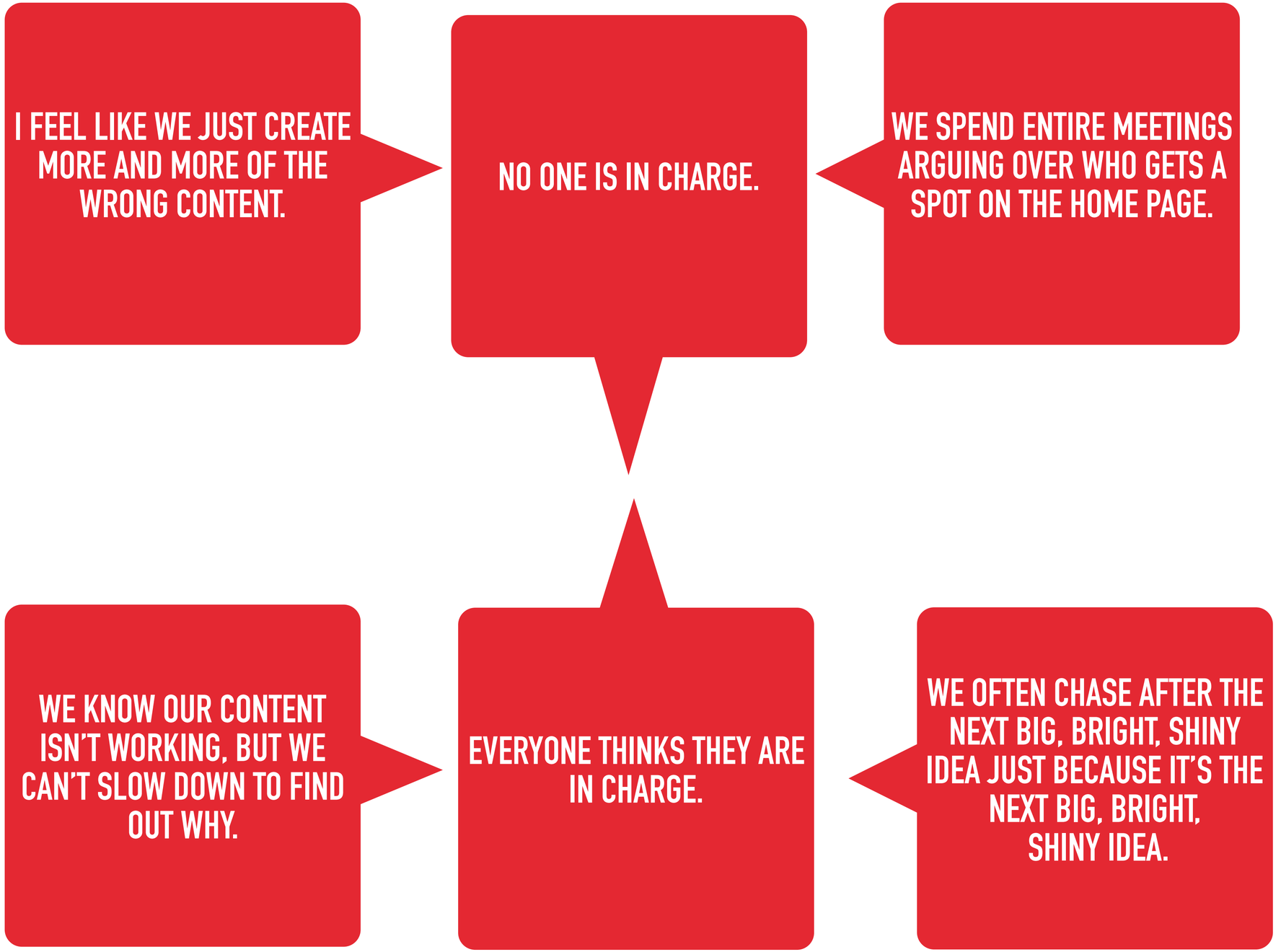
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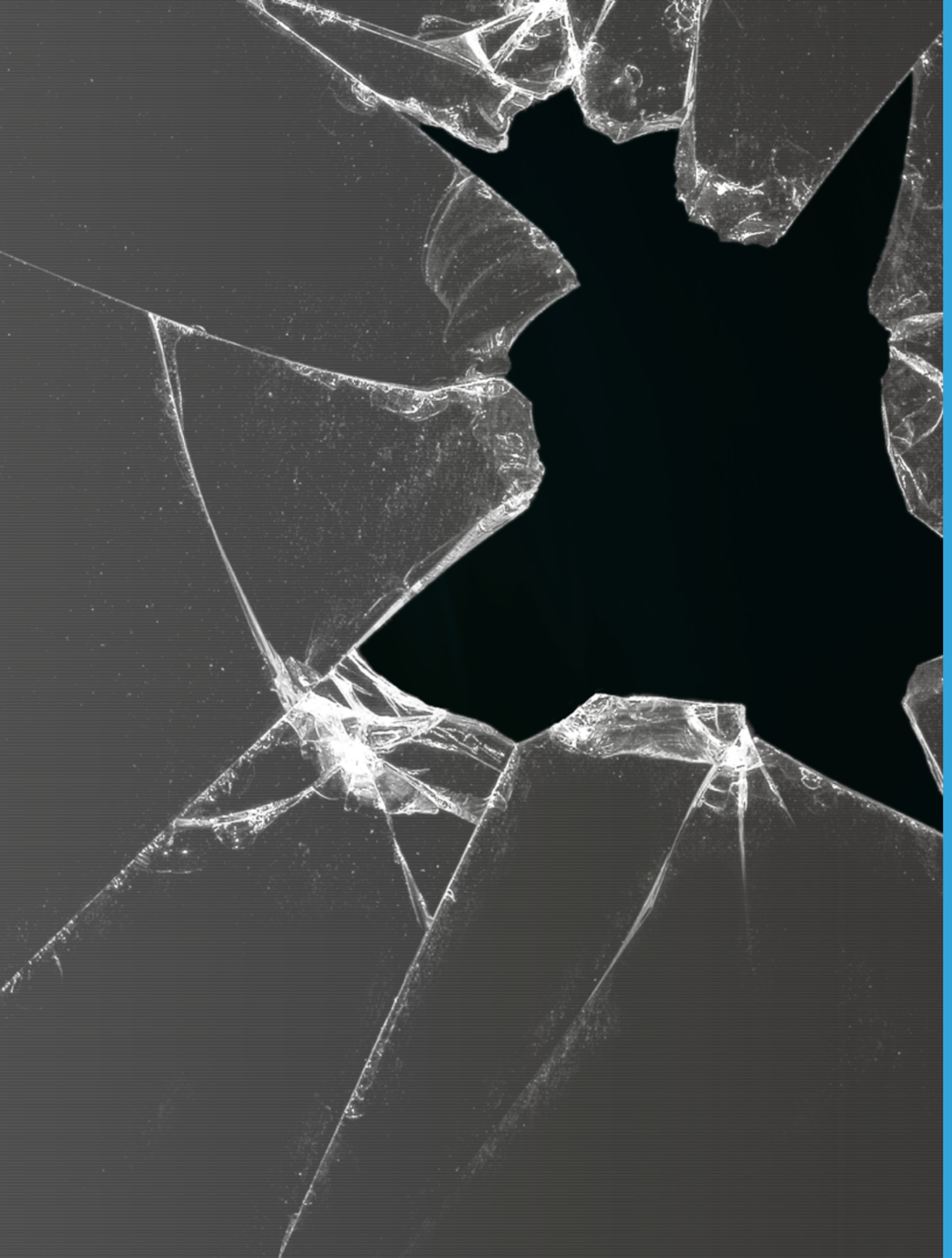

SO WHAT'S THE REAL PROBLEM?

YOUR ORGANIZATION IS NOT ALIGNED.

YOUR ORGANIZATION IS NOT ALIGNED.

BUT, IT CAN BE.

BUT, IT CAN BE.

ENTER
CONTENT STRATEGY.

WHAT IS CONTENT STRATEGY?

CONTENT STRATEGY HELPS ORGANIZATIONS PROVIDE THE RIGHT CONTENT, TO THE RIGHT PEOPLE, AT THE RIGHT TIMES, FOR THE RIGHT REASONS.

Meghan Casey

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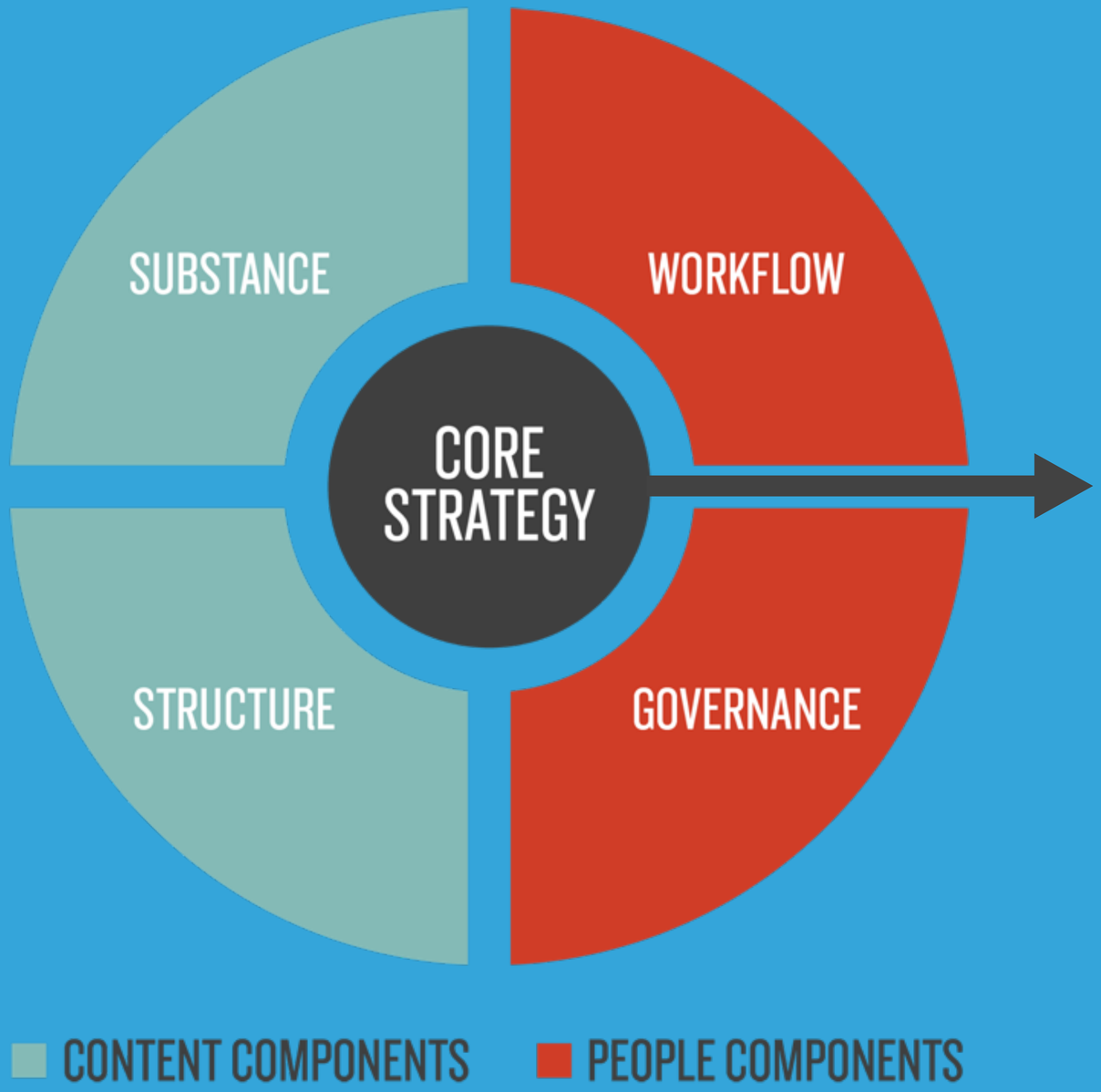
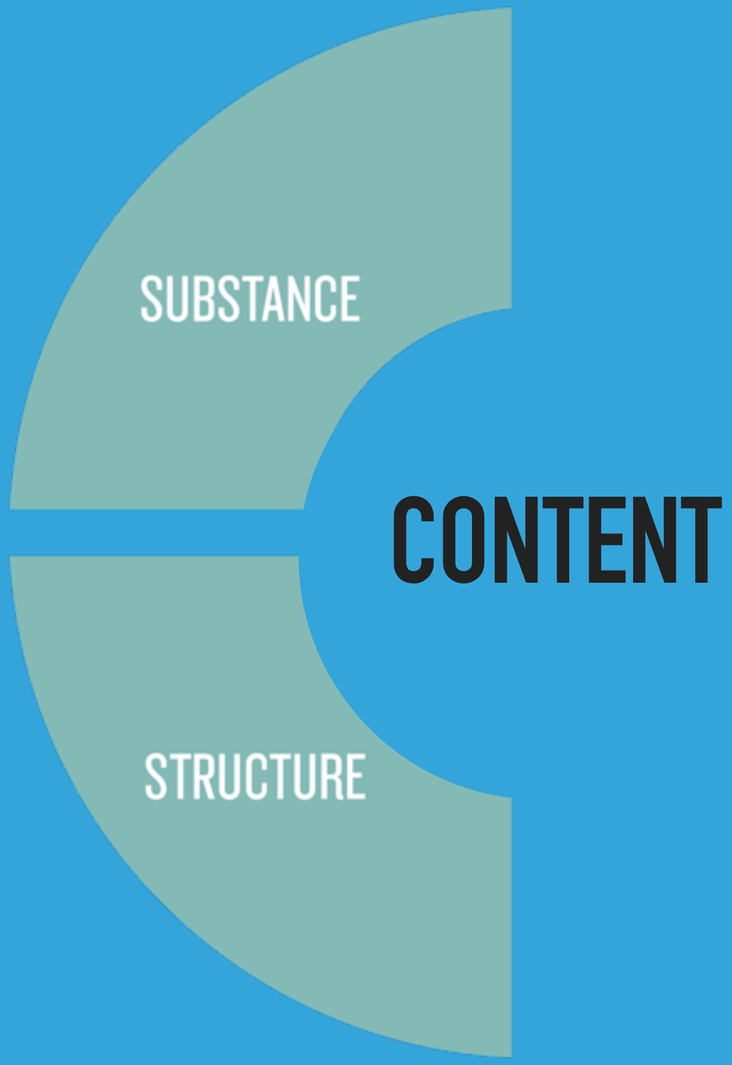
Meghan Casey

A FRAMEWORK FOR WEBSITE CONTENT STRATEGY



ANSWERS

- What are we trying to achieve?
- What content will help us do that?
- Who is the content for?
- Why do they need it?
- What do they want or need from us?

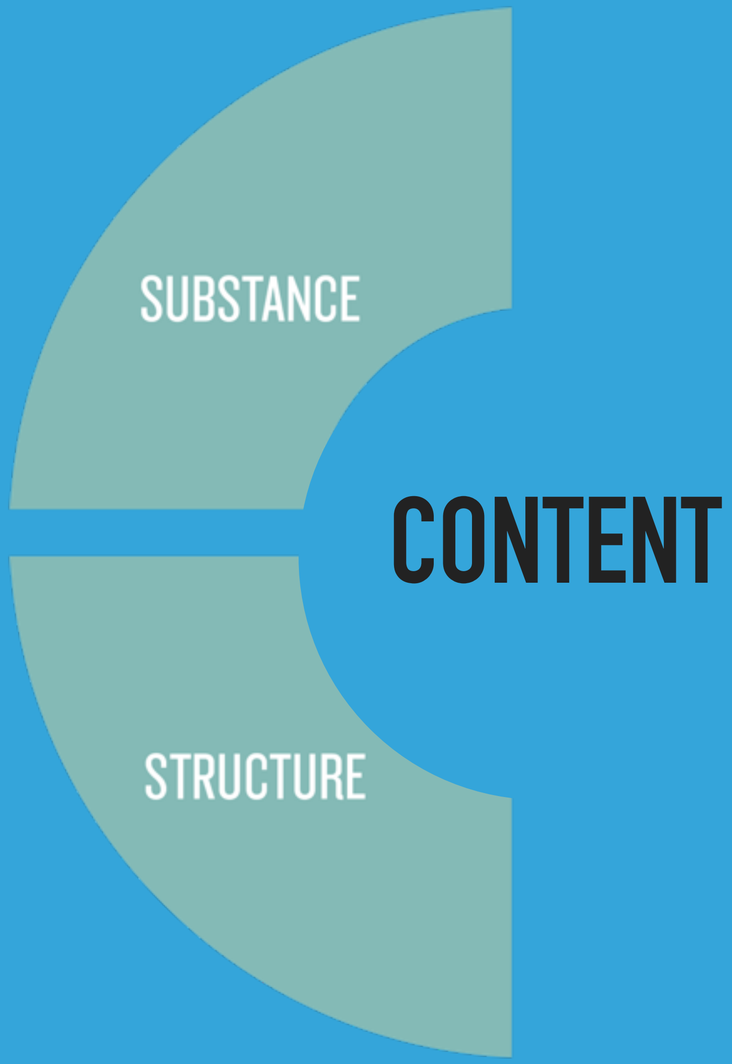


SUBSTANCE

Topics, messages, calls to action, voice and tone

STRUCTURE

Prioritization, organization, categorization, components



SUBSTANCE

is how we fulfill business objectives by meeting audience needs.

STRUCTURE

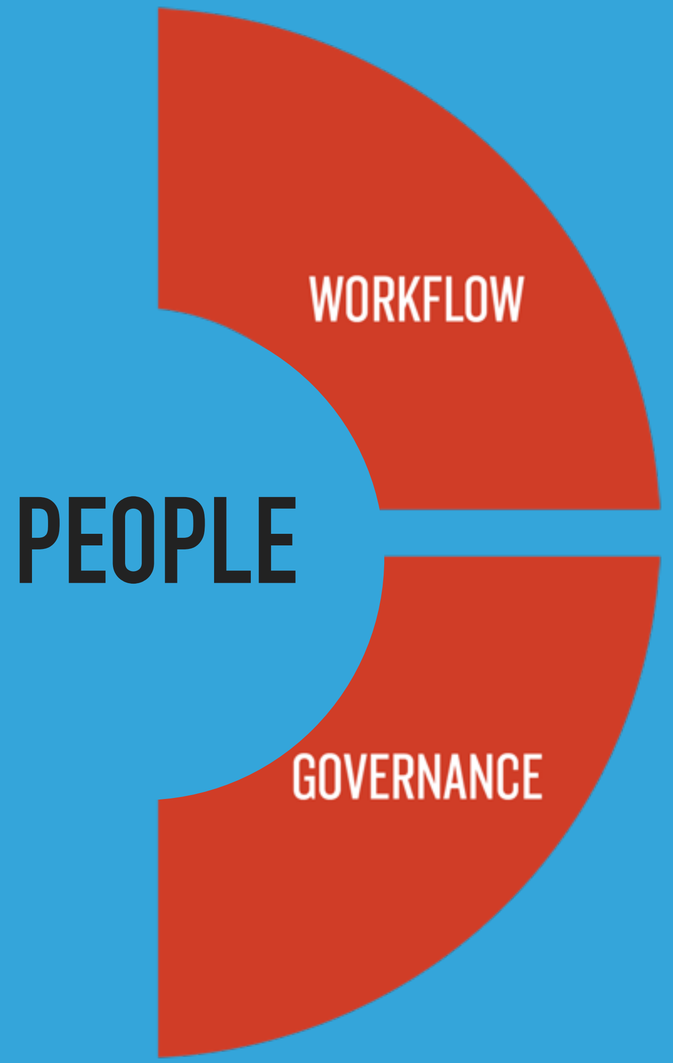
is how we make content findable and usable for users and manageable for technology.

WORKFLOW

Roles, processes, tools

GOVERNANCE

Documentation of strategy, standards, guidelines

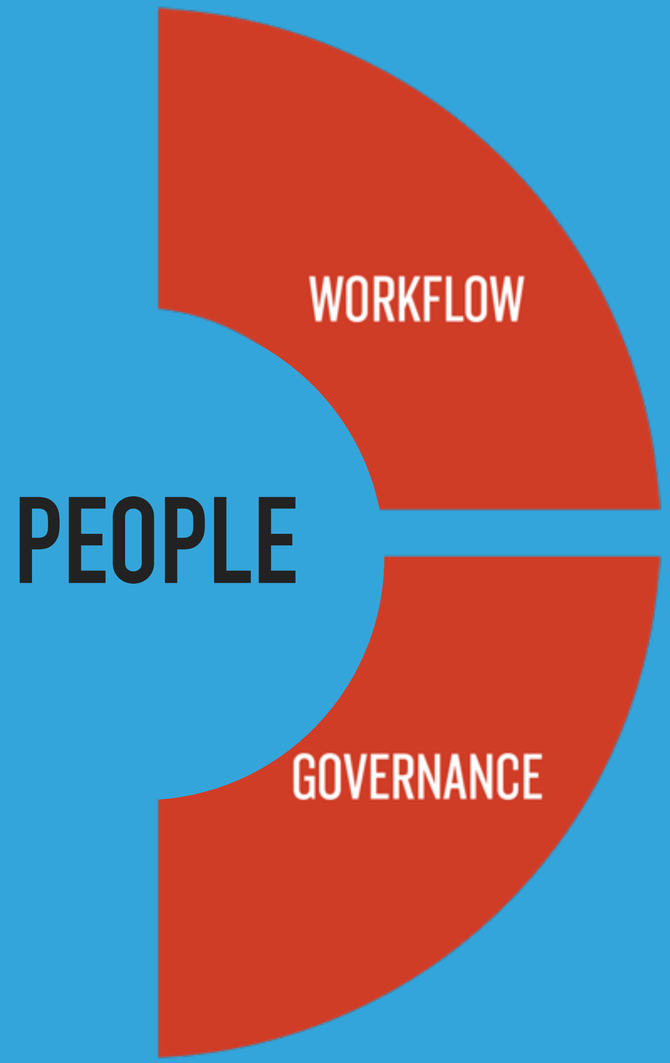


WORKFLOW

is how we plan, create, distribute, and maintain content.

GOVERNANCE

is how we ensure our content is on-strategy now and over time.



CONTENT STRATEGY HELPS US SAY NO TO THINGS THAT DON'T MAKE SENSE.

Kristina Halvorson

A CAUTIONARY TALE . . .

BLACK CAT SEO

BLACK CAT SEO

"Our SEO consultant recommends that we try to rank for the term 'black cat' in October because it's something people Google a lot before Halloween."

- Actual client from <large grocery store brand>

BLACK CAT SEO

"What content would you drive them to?"

- Me (perplexed)

BLACK CAT SEO

"They suggested our cat food category page."

- Client

BLACK CAT SEO

"OK. How will it tie to the brand? Is there some spin you can put on cat food and the significance of black cats and Halloween?"

- Me (still perplexed)

BLACK CAT SEO

"I don't think so. It will just be a way to drive traffic to the product category page so that people know we carry cat food."

- Client

BLACK CAT SEO

"But, that's not really what people will be looking for when they search for black cat, is it?"

- Me (still perplexed and also a little angry)

BLACK CAT SEO

"I guess not."

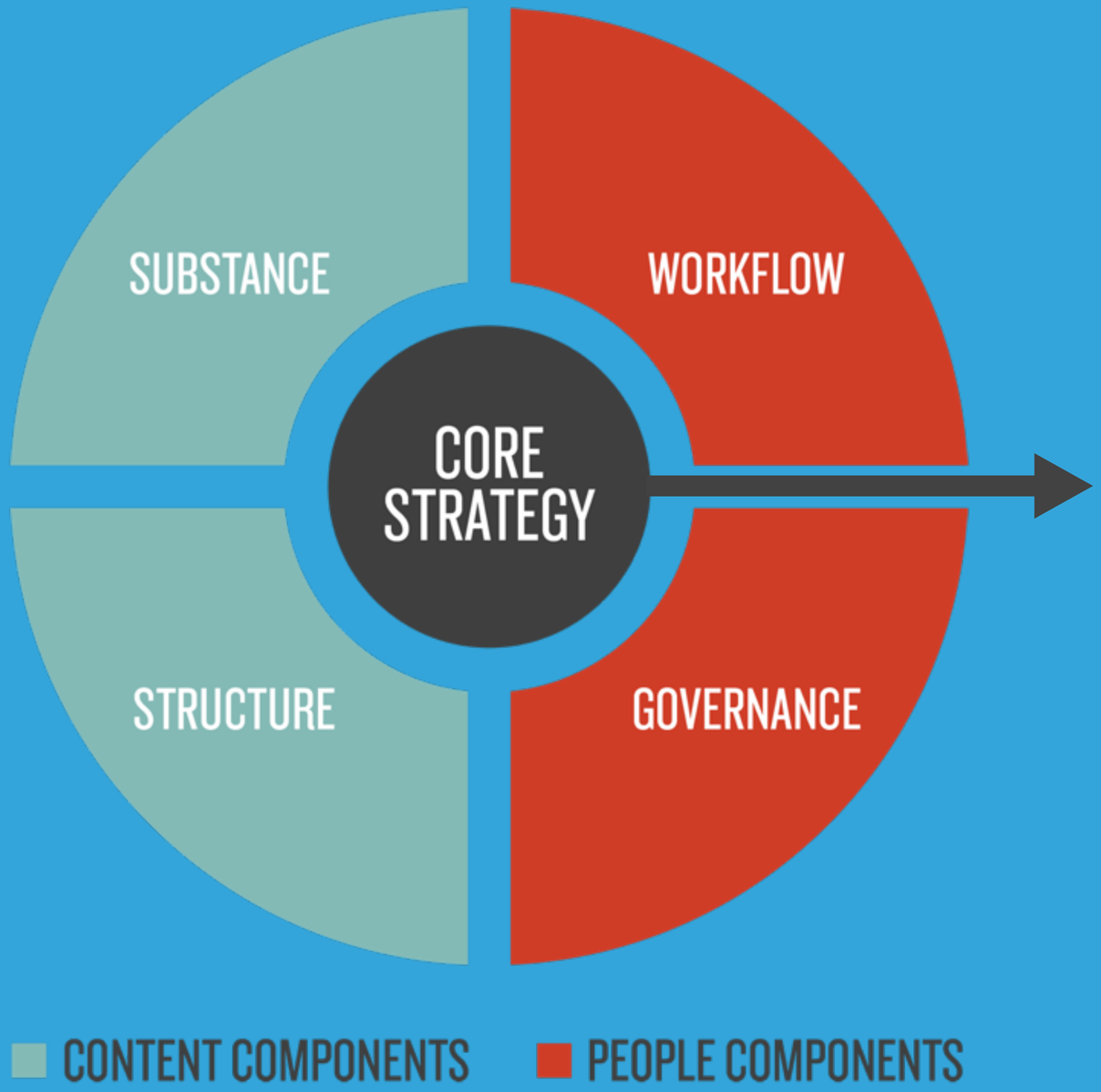
- Client

WHY CONTENT STRATEGY?

CONTENT STRATEGY HELPS US SAY NO TO THINGS THAT DON'T MAKE SENSE.

Kristina Halvorson

GET ALIGNED.



ANSWERS

- What are we trying to achieve?
- What content will help us do that?
- Who is the content for?
- Why do they need it?
- What do they want or need from us?

LET'S TRY SOMETHING.

ORIGIN

MEALS

OUR MISSION

Help people eat a Paleo diet of food that’s packed with nutrients and free of potentially irritating ingredients that don’t serve the functions of the body.

CONTENT BRAINSTORM

- [ ] Articles about the benefits of eating Paleo
- [ ] Guest blogger series partnership with Crossfit gyms
- [ ] Guest blogger series with people new to eating Paleo
- [ ] Paleo recipes and shopping lists
- [ ] Ways to turn dishes you already make into Paleo-compliant meals
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- [ ] Profiles of people who met their health goals eating Paleo
- [ ] List of Paleo-friendly restaurants
- [ ] Tips for going Paleo
- [ ] Sample easy-to-make Paleo menus
- [ ] Articles about feeding your family Paleo-style

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TARGET AUDIENCE

- Single, live alone
- Busy
- Believe in the Paleo philosophy
- Eat Paleo when they have the time to shop and cook
- Work out regularly at a Crossfit or other small, locally owned gym

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BUSINESS GOALS

- Increase first-time orders from partner gym members
- Increase recurring orders from partner gym members

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CONTENT OBJECTIVES

- Demonstrate how Origin Meals help athletes eat to perform in the gym
- Help athletes choose the meal option that fits their fitness goals and lifestyle

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WHAT IF THERE WAS A STRATEGY EVERYONE AGREED TO?

Origin Meals helps increase new and recurring orders with motivating content that demonstrates to busy, single, Paleo-minded athletes who live alone how our meals fit into their lifestyles.

Origin Meals helps increase new and recurring orders with motivating content that demonstrates to busy, single, Paleo-minded athletes who live alone how our meals fit into their lifestyles.

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WITH ALIGNMENT, YOU GET:

WITH ALIGNMENT, YOU GET:

- Clarity

WITH ALIGNMENT, YOU GET:

- Clarity
- More good ideas

WITH ALIGNMENT, YOU GET:

- Clarity
- More good ideas
- Fewer ridiculous requests

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- More time for the right activities

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- Less time wasted on the wrong ones

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- Measurable ROI

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- More good ideas
- Fewer ridiculous requests
- More time for the right activities
- Less time wasted on the wrong ones
- Measurable ROI
- More audience satisfaction

WITH ALIGNMENT, YOU GET:

- Clarity
- More good ideas
- Fewer ridiculous requests
- More time for the right activities
- Less time wasted on the wrong ones
- Measurable ROI
- More audience satisfaction
- Empowered and confident content creators

I FEEL LIKE WE JUST CREATE MORE AND MORE OF THE WRONG CONTENT.

NO ONE IS IN CHARGE.

WE SPEND ENTIRE MEETINGS ARGUING OVER WHO GETS A SPOT ON THE HOME PAGE.

WE KNOW OUR CONTENT ISN'T WORKING, BUT WE CAN'T SLOW DOWN TO FIND OUT WHY.

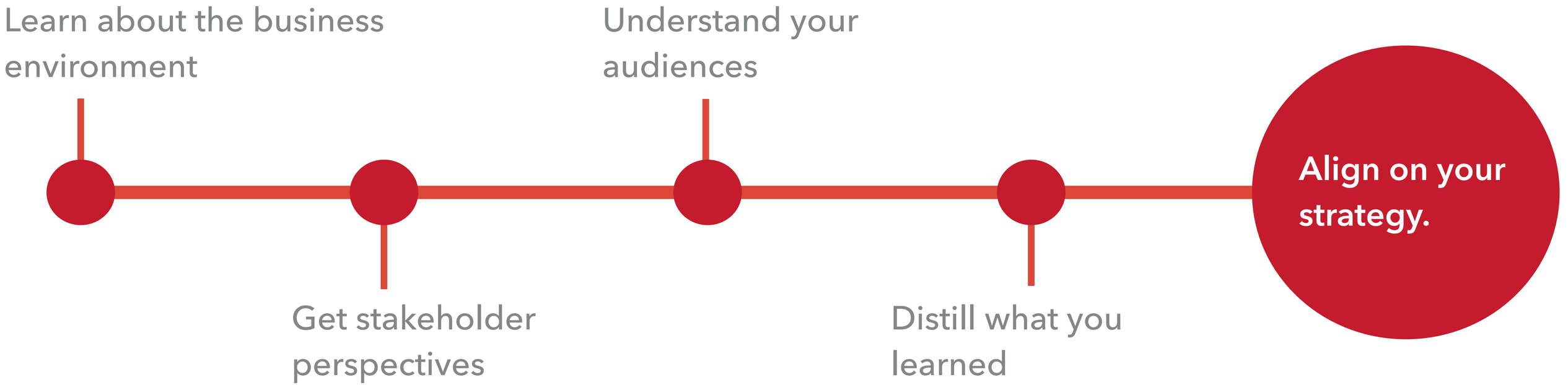
EVERYONE THINKS THEY ARE IN CHARGE.

WE OFTEN CHASE AFTER THE NEXT BIG, BRIGHT, SHINY IDEA JUST BECAUSE IT'S THE NEXT BIG, BRIGHT, SHINY IDEA.

DRIVE IT HOME, MEGHAN.

GREAT. HOW DO I GET ALIGNMENT?

FIVE STEPS


Learn about the business environment
Get stakeholder perspectives
Understand your audiences
Distill what you learned
Align on your strategy.

HINT: THEY'RE ALL IN MY BOOK

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

Customer Segments

For whom are we creating value?
Who are our most important customers?

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

Key Partners

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CUSTOMERS/USERS

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BUSINESS

Value Propositions

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BUSINESS

VALUE

CUSTOMERS/USERS

Cost Structure

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BUSINESS

VALUE

CUSTOMERS/USERS

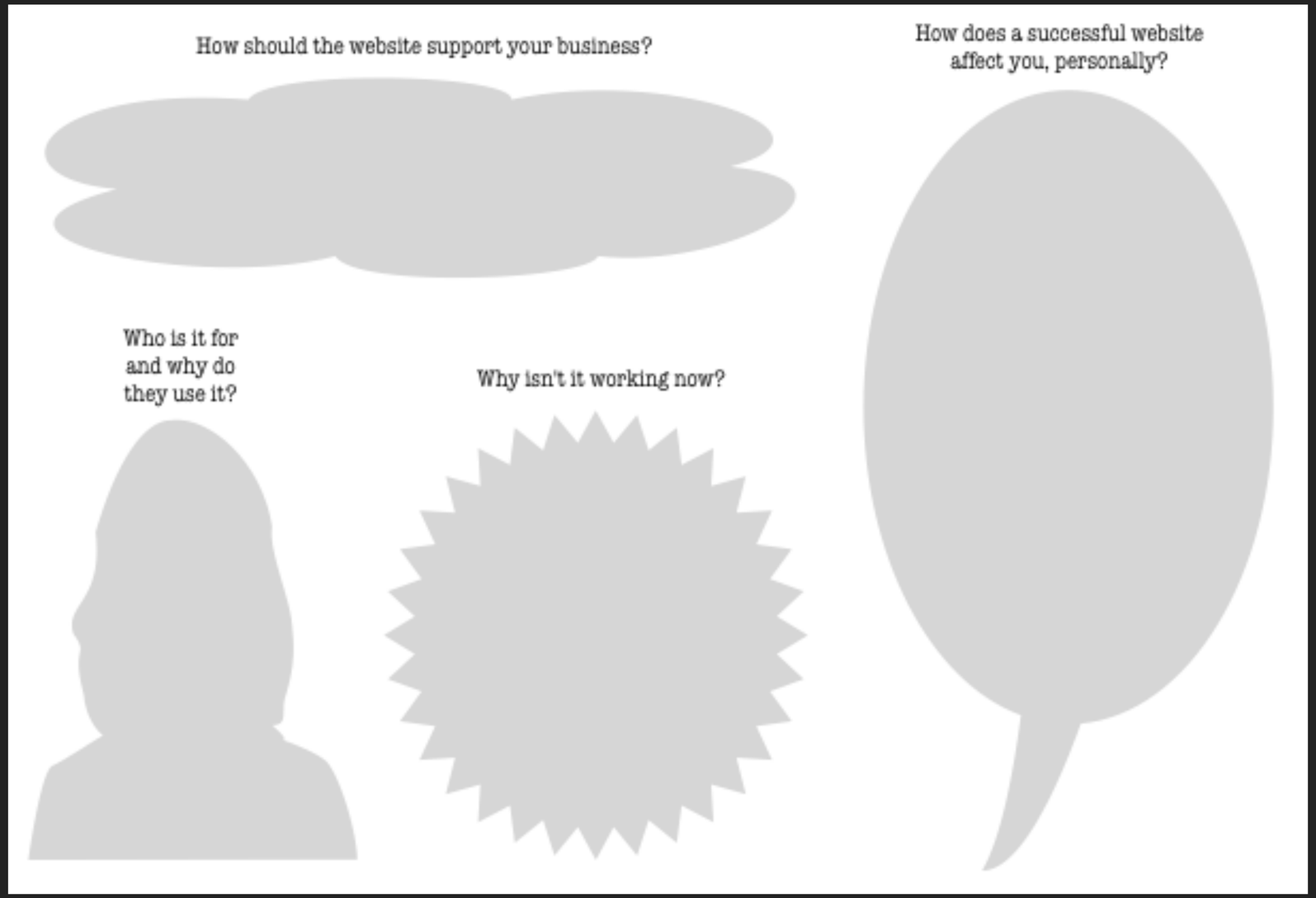
MONEY

GET STAKEHOLDER PERSPECTIVES

GET STAKEHOLDER PERSPECTIVES – ALL OF THEM

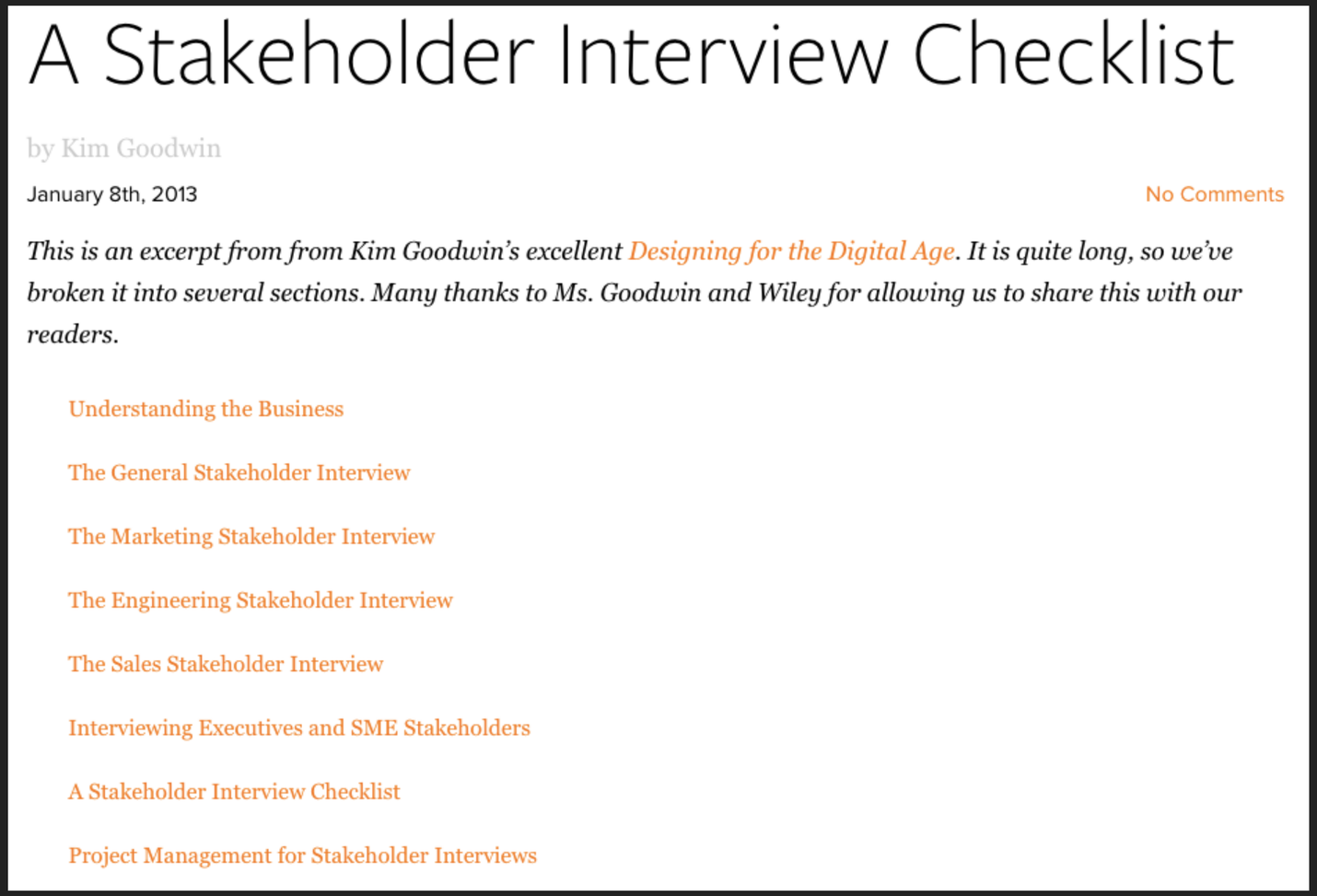
GET STAKEHOLDER PERSPECTIVES – ALL OF THEM

FOR A WORKSHOP SETTING, TRY SOMETHING LIKE THIS:



GET STAKEHOLDER PERSPECTIVES

IN AN INTERVIEW SETTING, THIS CHECKLIST FROM KIM GOODWIN IS FANTASTIC:



A Stakeholder Interview Checklist

by Kim Goodwin

January 8th, 2013 No Comments

This is an excerpt from from Kim Goodwin's excellent Designing for the Digital Age. It is quite long, so we've broken it into several sections. Many thanks to Ms. Goodwin and Wiley for allowing us to share this with our readers.

Understanding the Business

The General Stakeholder Interview

The Marketing Stakeholder Interview

The Engineering Stakeholder Interview

The Sales Stakeholder Interview

Interviewing Executives and SME Stakeholders

A Stakeholder Interview Checklist

Project Management for Stakeholder Interviews

http://boxesandarrows.com/the-general-stakeholder-interview/

UNDERSTAND YOUR AUDIENCES

UNDERSTAND YOUR AUDIENCES

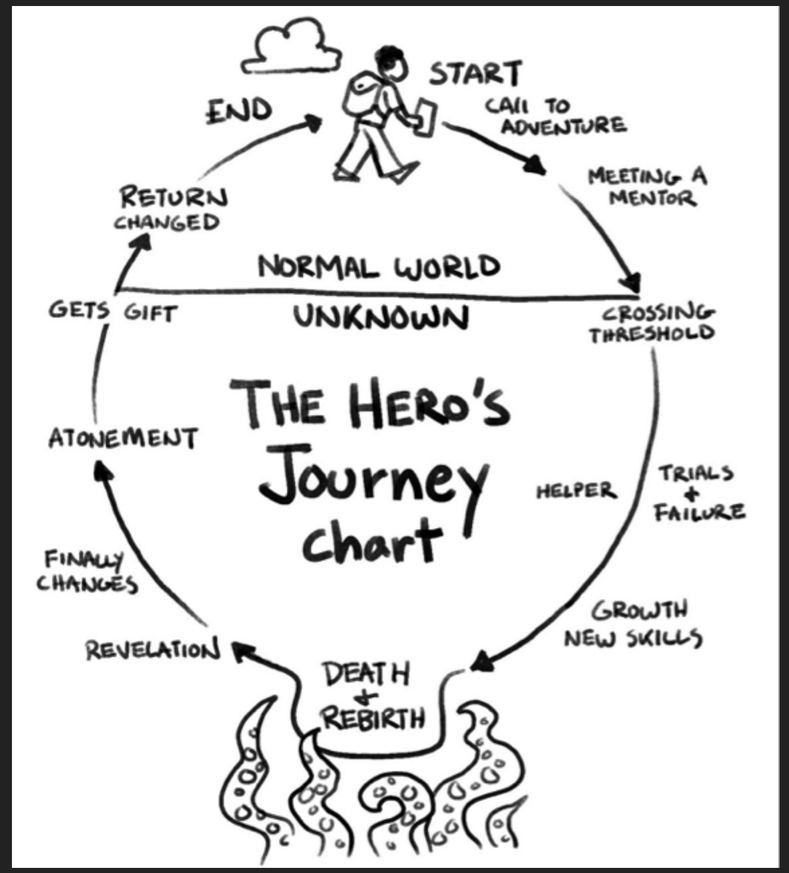
FIRST THING'S FIRST, DO USER RESEARCH. EVEN A LITTLE.

TO MAKE THE BEST USE OF YOUR TIME AND TRULY DO JUST ENOUGH RESEARCH, TRY TO IDENTIFY YOUR HIGHEST-PRIORITY QUESTIONS—YOUR ASSUMPTIONS THAT CARRY THE BIGGEST RISK.

Erika Hall

UNDERSTAND YOUR AUDIENCES

THEN, PUT YOUR USER AT THE CENTER OF A STORY:



Source: Joseph Campbell

UNDERSTAND YOUR AUDIENCES

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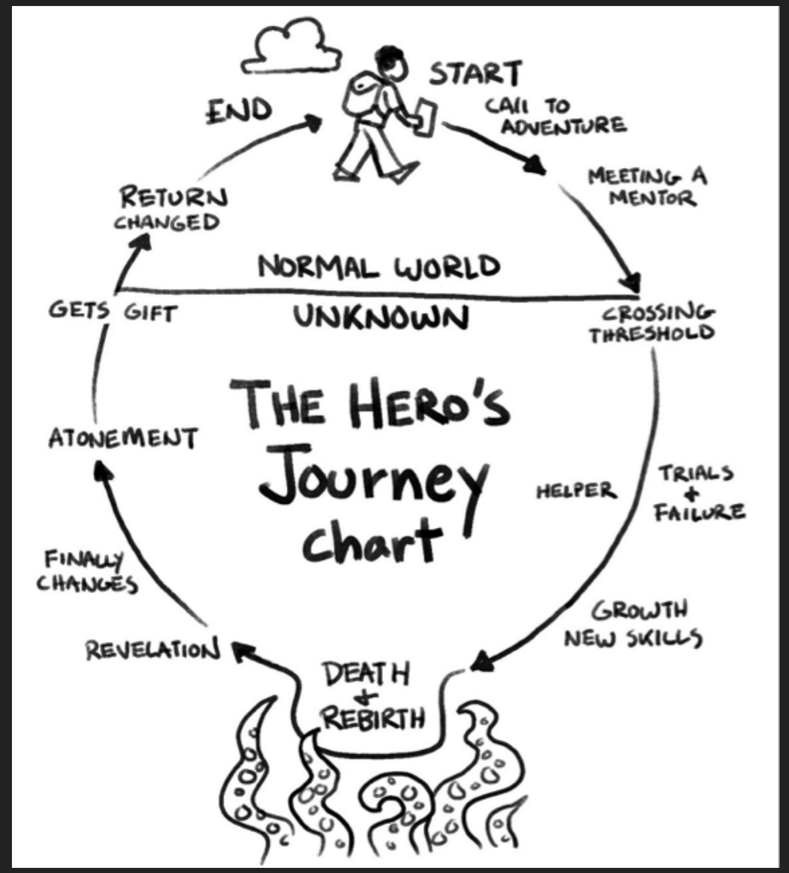


Source: Joseph Campbell

As a _____ I need _____

so that I can _____.

UNDERSTAND YOUR AUDIENCES

FINALLY, DOCUMENT WHAT YOU KNOW AND ASSUME:

USER UNDERSTANDING MATRIX

We wonder …	We care because …	We assume …	We know …
Do prospective students graduating from high school care as much about money as their parents do?	It affects who we write financing and financial aid messages for and where we house that information.	Parents who are paying for college care more than their children.	Kids who are paying their own way need this information to even consider our school.

DISTILL WHAT YOU LEARNED

CHECK IN WITH STAKEHOLDERS TO VALIDATE:

STRATEGIC FOUNDATION SUMMARY

The business goals we're trying to influence are:

The target audiences for this <website, campaign, etc.> are:

The content our target audiences need and expect from us is:

ALIGN ON YOUR STRATEGY

WRITE A STATEMENT THAT SUMMARIZES YOUR STRATEGY:

The content we produce helps our company accomplish

_____ and _____ by providing
<goal> <goal>

_____ and _____ content that makes _____
<adjective> <adjective> <audience >

feel_____ or_____so that they can _____or
<emotion or state of mind> <emotion or state of mind> <task>

_____ .
<task>

REAL LIFE STRATEGIC CONTENT

EXAMPLES

THE STRATEGY – OBERLIN COLLEGE

Business Goal

- Increase enrollment

Target Audience

- Students who have applied multiple schools, including Oberlin

Content Objective

- Demonstrate why current students and alumni chose Oberlin and are proud to call it their educational home
- Enlist students and alumni to tell their own uncensored stories
- Loosen up a little

Our content helps increase enrollment by demonstrating to prospective students considering Oberlin and other colleges the uncensored, plain-language reasons current students and alumni feel/felt at home here.

WHY [redacted]UCK SHOULD I CHOOSE OBERLIN?

0

BECAUSE BECAUSE THE "F" WORD IS NOT PART OF MY VOCABULARY AND PEOPLE RESPECT THAT.

Submitted by Thobeka '18

THAT'S NOT ENOUGH, GIVE ME ANOTHER [redacted] REASON.

TELL US WHY THE [redacted] YOU LOVE OBERLIN

BY OBIES EXTRAORDINAIRE MA'AYAN PLAUT '10 AND HARRIS LAPIROFF '11.

NOT OFFICIALLY AFFILIATED WITH OBERLIN COLLEGE. ♥ ♥

SHARE http://whythe[redacted]shouldicho tumblr. Tweet

WHY THE [redacted] WE MADE THIS WEBSITE.

THE STRATEGY – NAI GLOBAL (COMMERCIAL REAL ESTATE SERVICES)

Business Goal

- Increase qualified leads

Target Audience

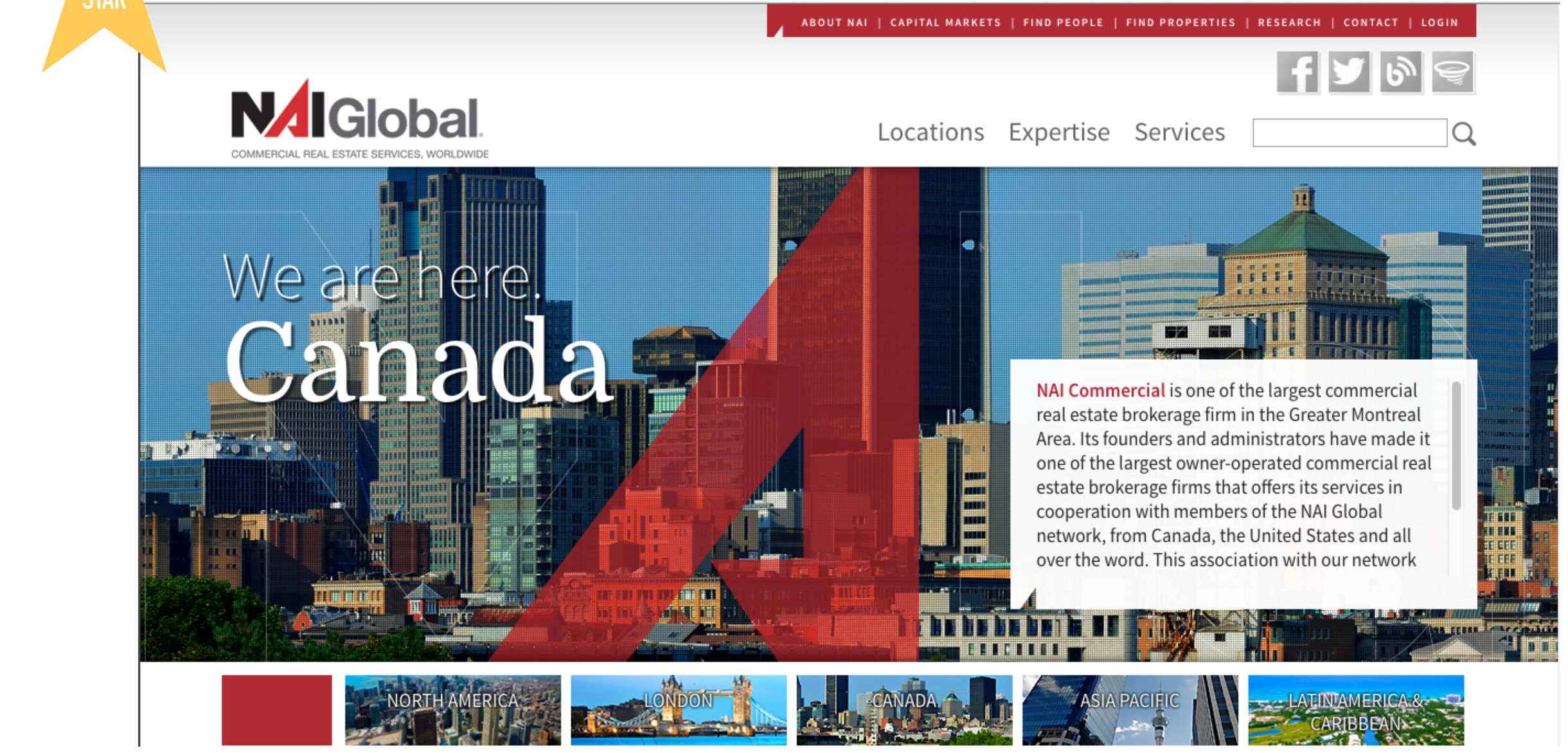
- Global commercial property owners
- Global business tenants
- Global property developers

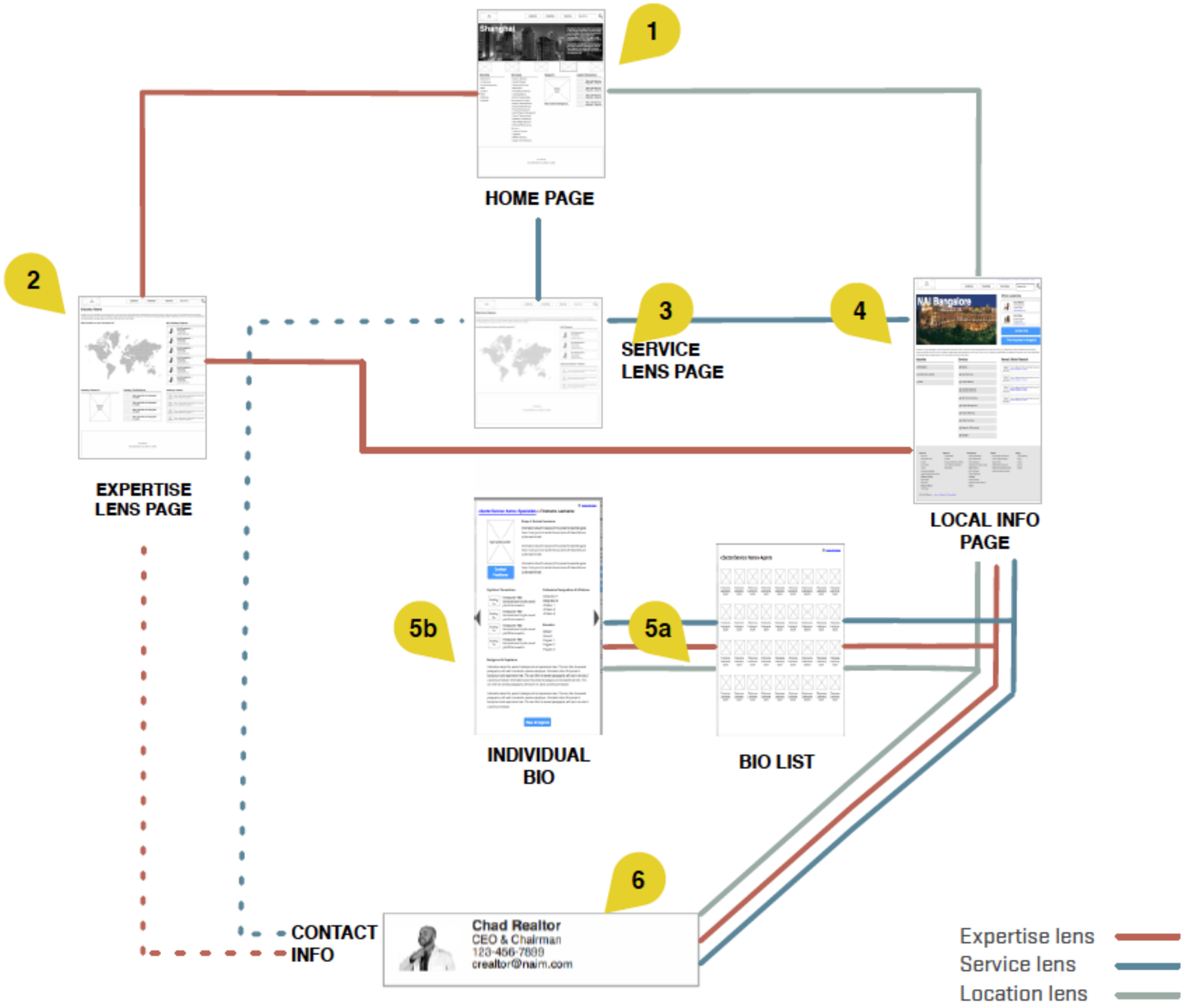
Content Objective

- Demonstrate that NAI Global operates across the globe
- Quickly communicate whether NAI Global has what the user needs in the market they need it
- Direct qualified users to the right person to talk with

The content on NAIglobal.com increases qualified leads for our sales representatives by helping users determine whether we offer what they need in the location they need it (regardless of where they start) and directing them to the best person to start a discussion.

GOLD STAR


ABOUT NAI | CAPITAL MARKETS | FIND PEOPLE | FIND PROPERTIES | RESEARCH | CONTACT | LOGIN
NAIGlobal
COMMERCIAL REAL ESTATE SERVICES, WORLDWIDE
Locations Expertise Services
We are here.
Canada
NAI Commercial is one of the largest commercial real estate brokerage firm in the Greater Montreal Area. Its founders and administrators have made it one of the largest owner-operated commercial real estate brokerage firms that offers its services in cooperation with members of the NAI Global network, from Canada, the United States and all over the word. This association with our network
NORTH AMERICA
LONDON
CANADA
ASIA PACIFIC
LATIN AMERICA & CARIBBEAN


1
HOME PAGE
2
EXPERTISE
LENS PAGE
3
SERVICE
LENS PAGE
4
LOCAL INFO
PAGE
5b
5a
INDIVIDUAL
BIO
BIO LIST
6
CONTACT
INFO
Chad Realtor
CEO & Chairman
123-456-7899
crealtor@naim.com
Expertise lens
Service lens
Location lens

THE STRATEGY – TASTEFULLY SIMPLE

Business Goal

- Attract and retain party hosts
- Increase party sales

Target Audience

- Prospective hosts fitting the “Ashley” persona
- Prospective party-goers fitting the “Ashley” persona

Content Objective

- Bring the party to life for skeptics
- Showcase hosts and consultants as the face of Tastefully Simple
- Inspire product research before the party

The content on our website and in our event invitations helps us attract hosts and party guests by painting a picture of what it’s like to attend a party, featuring real hosts and consultants and their passion for Tastefully Simple, and making it fun to explore products before a party.

GOLD STAR

tastefullysimple®

find a consultant »

find a host or party »

party | shop | recipes | host | join | blog

GOLD STAR

tastefullysimple®

find a consultant »

find a host or party »

party | shop | recipes | host | join | blog

GOLD STAR

meet your consultant

Catherine Zimmerman

Consultant
East Bethel, MN

get to know me »

Questions about the party? contact me.

Ask me about our latest specials!

ts

GOLD STAR

Looks Delicious activity ... what looks delicious to YOU?

★★★★½ (22)

Avocado Oil

$15.99

looks delicious

★★★★★ (207)

Onion Onion™ Seasoning

$8.99

looks delicious

Click the "looks delicious" button, and vote with your fellow guests!

1. If you see a product you like, click "looks delicious".
2. See what other guests already love or can't wait to try.
3. Start a wish list of your favorites.

FANTASTIC. NOW WHAT?

3 WAYS TO SEE THE STRATEGY THROUGH

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- Use the strategy all the time to make decisions about what content to create and where to publish or share it.
- Provide tools to help people create content that's on-strategy.
- Review the content you create against the strategy before publishing.

HINT: THEY'RE ALL IN MY BOOK

DECISION-MAKING RUBRIC

EVALUATE IDEAS. THEN CHOOSE THE BEST BETS.

Idea	B	U	T
Beneftis of eating paleo article	1	1	2
Guest blogger series partnership with Crossfit gyms about eating to perform	2	3	5
Guest blogger series with people new to eating paleo	1	1	2
Eating paleo and working out articles	2	3	5

MESSAGING FRAMEWORK

DEFINE THE MESSAGE. THEN GET TO WORK.

First Impression: *What impression do we want our target audiences to have when they interact with any of our content?*	General Hospital cares.
Value Statement: ***What do we want our target audiences to believe about us?***	I feel confident that General Hospital is the right place for me/my loved one/my patient.
Proof: *What must we demonstrate for audiences to believe our value statement?*	• General Hospital approach to care puts me/my patient/my loved one first. • General Hospital is a leader and innovator in advancing diagnostic and treatment techniques that affect me/my loved one/my patient. • Our doctors and care teams partners with patients' primary physicians to take care of the sickest of the sick. • General Hospital helps make the stressful and unpredictable a little bit easier. • General Hospital cares for its community, inside and outside the hospital walls.

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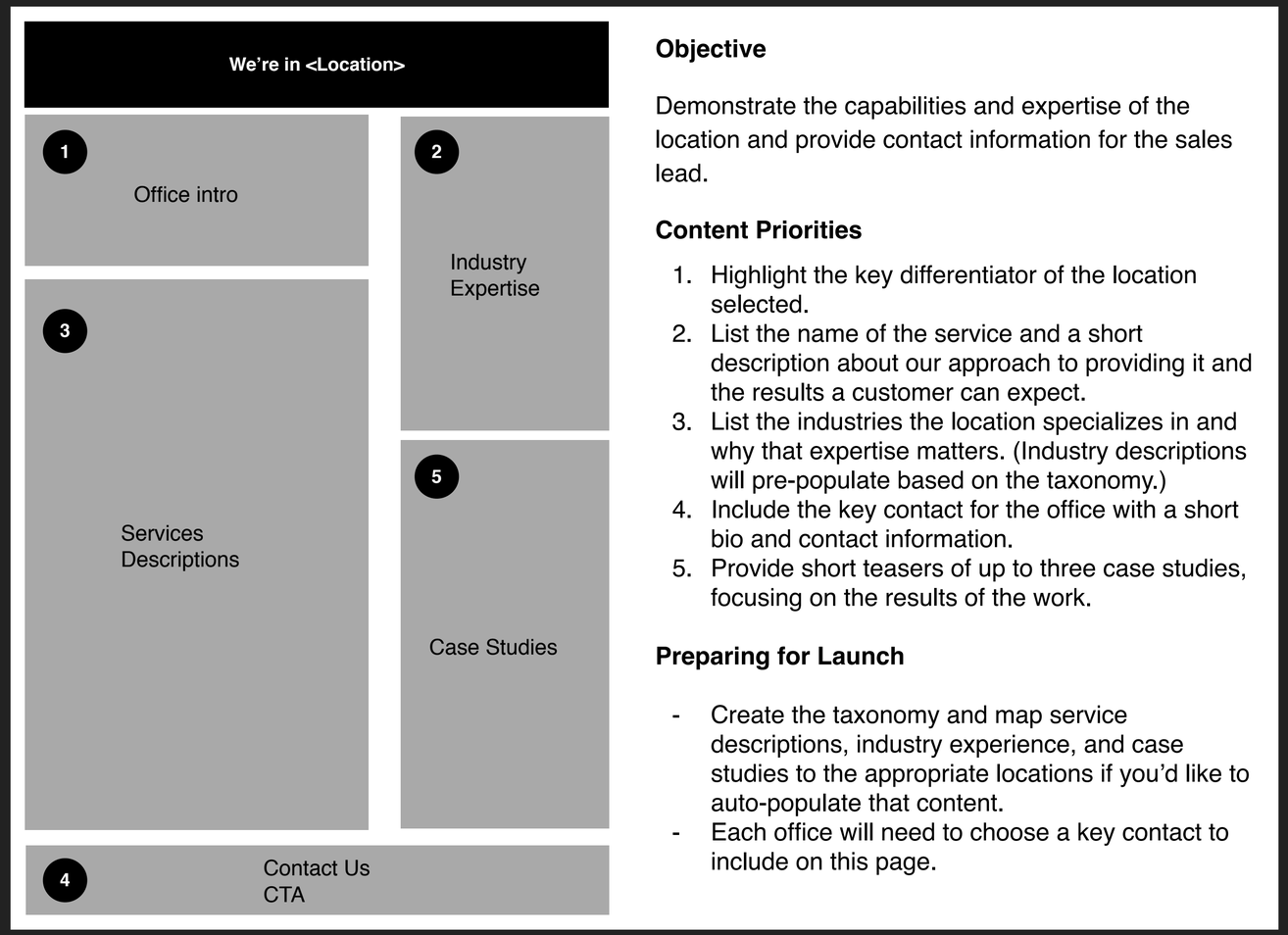
CONTENT TABLE

PLAN. THEN CREATE.



Can contain things like:

- Objective
- Audience
- Supported user scenarios
- Keywords
- Meta description
- Content priorities and messages
- Calls to action
- Maintenance schedule
- Content owner

EDITORIAL CHECKLIST

REVIEW. THEN PUBLISH.

Attribute	X
Supports our strategy to increase new and recurring orders by providing motivating content that demonstrates to busy, single, Paleo-minded athletes how Origin Meals fits into their lifestyles	
Conveys one or more of our proof points	
Addresses an information need we know our audience has	
Contains a prominent and appropriate call to action	

OK. IS THERE SOMETHING I CAN DO LIKE RIGHT AWAY?

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- Weep silently for a few seconds at the wasted opportunities, time, resources, and brain power.
- Walk into your boss's or client's office and say, "We have some work to do. Permission to strategize?"

BEFORE I LEAVE YOU …

AFFIRMATIONS

I'M DOING THE BEST
I CAN.

NO ONE IS STUPID ON PURPOSE.

IT'S ONLY THE INTERNET.

THANK YOU.

MEGHAN CASEY, BRAIN TRAFFIC / @MEGHSCASE