



## **Content and Contacts: Catalyzing Conversations**

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## **Executive Summary**

Every organization generates content. Much of it displays great expertise and would be of significant value to your customers and prospects.

But little of this content, commentary, or analysis sees the light of day. Created around narrow organizational concerns, it dies silently within its silo.

Such profligacy with an organization's key asset is a competitive weakness. Opening the window on your content is the most effective way to build relationships with customers and generate new leads.

This white paper explains how combining an organization's content with its database of contacts and customers leads to both assets achieving their maximum potential.

On their own contacts and content are just data. But brought together they create actionable knowledge for you and your contacts, and actualize a powerful social network.

We outline a case study where a central government agency transformed itself into a finely tuned content publishing engine, getting closer to its customers as a result.

The system developed by DeCare Systems Ireland and Cake Solutions, operates on three fundamental principles:

1. Manage the generation and sharing of content across the organization to drive up quality and visibility;
2. Match content descriptions with contact profiles to re-purpose content as targeted information;
3. Deepen profiles by analyzing all individual interactions with content over time.

### **Aims of the System**

Your organization is a social network that links internal resources to external opportunities.

At its simplest your product experts talk to your sales people, who talk to your customers. Marketing facilitates the conversation.

If only it were this simple...

Content Unlimited makes it so.

Our system actualizes your network by intelligently sharing content across it – both among staff and out to your customers and prospects.

We seek to:

1. Manage the generation and sharing of content across the organization to drive up quality and visibility;
2. Generate contact profiles from interaction histories;
3. Match content descriptions with contact profiles to re-purpose content as targeted information;
4. Deepen profiles by analyzing all individual interactions with content over time;
5. Report on the development of these profiles.

Put in a nut shell, we provide an intelligent system that efficiently runs electronic outreach with a minimal investment of sales or marketing resource.

### **Case Study**

It's never easy telling a central government agency that its core product is news – it has all the wrong connotations.

It didn't see itself as a publisher of news. Yet it daily reported on developments in its key sectors and countries; but only to itself, and only for its own narrow organizational concerns.

And still the front-line complained of a lack of information. The network was blocked.

#### *Provide Safety, Provide Training*

Beyond the mechanics of actually providing news, the greatest fear was simply that their content would gain visibility and actually be read, discussed, and challenged by their clients, potential clients, and stakeholders!

We dispelled the fear of visibility with a strong editorial model that integrated expertise both within the organization and beyond into the approval process, and provided training and support to the gatekeepers of the content: the publishers.

#### *Encode the Process in the CMS*

We encoded the editorial model into the CMS and trained that select group to re-purpose content for the internet.

Anyone can now put content onto the system safe in the knowledge that not only is it checked by experts, but most likely improved in publication.

### **Identifying Content**

To understand and leverage the content resources of your organisation you need to be able to describe it and to enable others to find it. These two activities are different but closely linked.

There should only be one way that you describe the content within your organisation. This means that content created anywhere within your organisation can rapidly be identified, aggregated, and shared.

This is your taxonomy: the key organising principle behind your content.

But there should be many ways that you enable others to find it. They might speak Japanese, so you might localise the labels; they might use alternative terms – indirect tax rather than VAT – so you should enable your search functionality to display the linkages between terms; they may see the world differently from you – advanced engineering rather than automotive and aerospace – so you should be able to map concepts.

Content Unlimited will work with you to develop your organisation's taxonomy and implement a taxonomy service that allows you to refine and develop the relevant labels, linkages, and conceptual maps that define your navigation(s) and search functionality.

### *Show Immediate Benefits*

One constituency was already benefiting: the researchers. Working in silos and driven by the whim of ad-hoc requests they had been run ragged by the organization that relied on their expertise.

But with a standard way of describing what their content was about and a means of distributing it they could extend, re-use, update, and share their work in a far more efficient manner.

Their work is more visible and widely recognized as valuable, leading to increases in budget and a virtuous circle.

### *Go with the Flow*

Some of the organization's content will hold a wide audience. We can publish to a website and can let the internet do its magic.

The search engines like Google and Yahoo recognize the expertise and syndicate it to the niche audiences that the agency previously had such difficulty reaching.

Interest-based communities pick it up from there and re-syndicate. The BBC links to it.

But attached to all this content is an 'Ariadne's thread' leading back to the agency, the expert, the content creator.

And by carefully selecting the content the publishers ensure the right kind of traffic, generating the right kind of leads.

### **Content Management**

The core function a Content Management System (CMS) is to maximise the value of content in the interactions between the organisation and its audiences.

One requirement is to provide as frictionless an interface between the content creator and the content consumer as possible. It should:

- Accept the document formats the organisation works with;
- Provide content in the formats the consumer requires;
- Recognise that some content is only available to some privileged consumers and support an access model;
- Support a 'publish once, display across many channels' strategy, enabling the easy creation of microsites and email newsletters;
- Maintain relationships between localisations and their originals to simplify the updating of content in a multi-language environment.

But perhaps the most subtle requirement is to express a workflow (and so support a publishing model) that works with the grain of the organisation so as to encourage the submission of content and de-centralise the task of content management.

### *Measure What Counts*

It's a great bird's eye view. But beyond Marketing it's not what the organization sees. Nor what many of your customers and prospects see.

The monthly growth of visitor numbers and registrations is simply not relevant if your sole focus is on interacting with Japanese biotech companies.

Such reporting is too high-level to feature in the day-to-day activities of most of the organization.

### *Niche is where the Heart Lies*

In fact, what is most appreciated by the sales teams is the opportunity that niche content provides to get back in touch with potential clients and build relationships.

By capturing the business intelligence held in the organizations CRM the system generates contact profiles that match against the organization's content

So the sales teams act just like Google and Yahoo News, syndicating content to their contacts.

### *Close the Circle*

Their contacts – and anonymous visitors – can peruse the organization's content online, in their own time, and in their own way.

But the actions they take and the navigation decisions they follow provide an invaluable insight into the visitor's interests and status.

By producing more niche content, the organization not only serves its contacts

### **Catalyzing Conversations**

When content and contact match you have a connection and an opportunity for conversation.

On their own contacts and content are just data. But brought together they create actionable knowledge for you - and your contacts.

The match is made when a contact's profile 'hits' a content item's description.

The more accurate the profile the more accurate the targeting, leading to better conversations.

Content Unlimited generates and updates profiles from three sources:

1. A contact's interaction history accessed from a CRM system;
2. A relationship manager's knowledge of their contacts;
3. The online behaviour and content consumption patterns of the contact.

The system provides for a highly configurable interpretation of this behaviour. It not only generates reports on aggregated visitor statistics, it also captures key actions of individuals and alerts the relevant sales teams.

For organizations that deal with many thousands of contacts this makes it possible to identify high-value contacts and so direct resources more efficiently.

more precisely, but provides an opportunity to profile those contacts more accurately.

### **Speak to Us**

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