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Developing a Global Content Strategy

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Global Content Strategy Val Swisher

Val Swisher, Regina Lynn Preciado



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Global Content Strategy Val Swisher, 2014-10-13 When you want to engage customers you must have great content that speaks to them in their language Success in foreign markets takes research planning and sensitivity regarding the culture expectations and buying habits of each target customer Because of this more and more companies are translating more content into more languages every day Global Content Strategy A Primer gives you the information you need to get started navigating the global content landscape From tips on making your global content more accessible to details on how to ensure that your words and images are prepared for the world this book provides information every global organization needs to be successful

Localizing Employee Communications Ray Walsh, 2019-12-20 Global content in English doesn't get noticed Localizing Employee Communications is a practical guide to ending conventional communication practices that stand in the way of effectively reaching employees around the world Adapting for language and culture is critical to reach customers and the same is true for busy employees This book shows you how to navigate some of the biggest challenges in cross border employee communications by partnering with local business units This book argues that the ideal organization translates almost nothing Instead global headquarters provides only back end support to local business units who create and deploy employee content that's appropriate for their culture and local business realities Localizing Employee Communications draws on the insight of nearly 30 experts from a variety of communications disciplines including Deborah S Bosley Gerry McGovern Alan Oram Jonathan Phillips Alan J Porter Ann Rockley Carmen Simon and Val Swisher Inside the Book Part I The Landscape In Country Part II Leadership Governance and Budget Part III Low and No Cost Strategies Part IV Capabilities and Resources Glossary Interviewee Biographies Index

The Language of Content Strategy Scott Abel, Rahel Anne Bailie, 2014-02-15 The Language of Content Strategy is the gateway to a language that describes the world of content strategy With fifty two contributors all known for their depth of knowledge EA Digital delivered electronically e this set of terms forms the core of an emerging profession and as a result helps shape the profession The terminology spans a range of competencies with the broad area of content strategy This book and its companion website is an invitation to readers to join the conversation This is an important step the beginning of a common language Using this book will not only help you shape your work but also encourage you to contribute your own terminology and help expand the depth and breadth of the profession

The Language of Technical Communication Ray Gallon, 2016-05-13 The Language of Technical Communication has a dual objective to define the terms that form the core of technical communication as it is practiced today while predicting where the field will go in the future The choice of terms defined in this book followed two overarching principles include all aspects of the discipline of technical communication not just technical writing and select terms that will be relevant into the foreseeable future The Language of Technical Communication is a collaborative effort with fifty two expert contributors all known for their depth of knowledge EA Digital delivered electronically e You will probably recognize many of

their names and you will probably want to learn more about the ones who are new to you Each contributed term has a concise definition an importance statement and an essay that describes why technical communicators need to know that term You will find well understood terms such as content reuse and minimalist design alongside new terms such as the Internet of Things and augmented reality They span the depth and breadth as well as the past and future of technical communication

The Language of Localization Katherine Brown-Hoekstra,2017-10-31 The Language of Localization defines 52 terms that every business professional should know even professionals who do not specialize in localization In a global market every business person needs to understand the importance of localization and be able to speak intelligently with localization professionals Each term was authored by an expert practitioner who provided a short definition a statement of why that term is important and an essay that explains why a business professional or localization practitioner should understand the term The Language of Localization covers everything from basic terms such as translation to the latest concepts such as augmented translation and machine translation In addition there are short definitions of 70 additional business linguistics and standards terms For those who want to dig deeper there are more than 150 references for further exploration Expertly compiled and edited by Katherine Brown Hoekstra this book is a useful reference for localization experts managers students and any business person who works in a global market

Creating Intelligent Content with Lightweight DITA Carlos Evia,2018-12-17 Creating Intelligent Content with Lightweight DITA documents the evolution of the Darwin Information Typing Architecture DITA a widely used open standard for structuring technical content DITA has grown in popularity and features since its origins as an internal grammar for structuring technical documentation at IBM This book introduces Lightweight DITA LwDITA which should be read as Lightweight DITA as a proposed version of the DITA standard that reduces its dependence on complex Extensible Markup Language XML structures and simplifies its authoring experience This volume aims to reconcile discrepancies and similarities in methods for authoring content in industry and academia and does so by reporting on DITA s evolution through the lens of computational thinking which has been connected in scholarship and media to initiatives for learning to code and programming Evia s core argument is that if technical communicators are trained with principles of rhetorical problem solving and computational thinking they can create structured content in lightweight workflows with XML HTML5 and Markdown designed to reduce the learning curve associated with DITA and similar authoring methodologies At the same time this book has the goal of making concepts of structured authoring and intelligent content easier to learn and teach in humanities based writing and communication programs This book is intended for practitioners and students interested in structured authoring or the DITA standard

The Personalization Paradox Val Swisher,Regina Lynn Preciado,2021-03-08 According to Infosys 86% of consumers surveyed indicated that personalized content has some impact on what they purchase and 25% said that personalization plays a large role in their purchases And yet looking at the data two things stand out Most companies say that personalizing the customer experience is a critical must

have and they have the statistics to back it up Very few companies believe they are delivering enough personalized content or deliver it well What's holding these companies back from their personalization goals And how can you avoid the pitfalls and make personalization possible with your own enterprise content In this book global content strategy expert Val Swisher and senior content strategist Regina Lynn Preciado show you exactly what it takes to deliver personalized experiences at scale You'll learn Why personalized content is imperative to the enterprise Why so many companies fail to deliver and how to avoid the pitfalls The five dimensions of content standardization How to bring people technology and process together The impact of big data and artificial intelligence The only way to deliver personalized content at scale is to automate the process at the point of delivery And for that to work you've got to change how you do content The Personalization Paradox Why Companies Fail and How to Succeed at Delivering Personalized Experiences at Scale shows you how

Intelligent Content: A Primer Ann Rockley, Charles Cooper, Scott Abel, 2015-09-25 Today everything is marketing All of the content we produce affects the customer experience Therefore all content is marketing and all content producers are marketers Intelligent Content A Primer introduces intelligent content how it works the benefits the objectives the challenges and how to get started Anyone who wants to understand intelligent content will get a clear introduction along with case studies and all the reference information you could ask for to make the case for intelligent content with your management Intelligent Content A Primer is written by three leaders in content strategy and content marketing Ann Rockley is widely recognized as the mother of content strategy Charles Cooper co-author with Ann Rockley of *Managing Enterprise Content* has been involved in creating and testing digital content for more than 20 years And Scott Abel known as The Content Wrangler is an internationally recognized global content strategist Together they have created the definitive introduction to intelligent content

The Insider's Guide to Technical Writing Krista Van Laan, 2022-04-04 The first edition of Krista Van Laan's popular *The Insider's Guide to Technical Writing* has guided a generation of technical writers who are either starting out or seeking to take their skills to the next level This classic has now been updated for the technical writer of today Today's tech writers truly are technical communicators as they build information to be distributed in many forms Technical communication requires multiple skills including an understanding of technology writing ability and great people skills Wherever you are in your journey as a technical communicator *The Insider's Guide to Technical Writing* can help you be successful and build a satisfying career

Controlling Language in Industry Stephen Crabbe, 2017-01-30 This book provides an in-depth study of controlled languages used in technical documents from both a theoretical and practical perspective It first explores the history of controlled languages employed by the manufacturing industry to shape and constrain the information in technical documents The author then offers a comparative analysis of existing controlled languages and distills the best practice features of those language systems He concludes by offering innovative models that can be used to develop and trial a new controlled language This book will be of interest to linguists working in technical and

professional communication as well as writers and practitioners involved in the production of technical documents for companies in multiple industries and geographical locations **Content Inc., Second Edition: Start a Content-First Business, Build a Massive Audience and Become Radically Successful (With Little to No Money)** Joe

Pulizzi, 2021-05-25 From one of today's leading experts in content marketing Content Inc is the go to guide to building a solid small business by establishing a loyal audience before you sell products or services In these pages Joe Pulizzi provides a lower risk more effective way to create a path to success by re engineering the process that so often leads to failure You'll learn how to develop valuable content build an audience around that content and then create a product for that audience Content Inc walks you through the entire process showing how to Choose a marketable content topic Figure out where little or no competition exists Choose your top channel for disseminating content Build long term customer loyalty Monetize your product or service Expand your content into multiple channels Sell your content asset or scale it into a large enterprise This updated edition includes new and enhanced coverage of platforms like TikTok SnapChat and Instagram a new section about the exit strategy for the model more practical how tos and current examples of companies that have successfully implemented these strategies Content Inc provides an ingenious approach to business based on a profoundly simple concept Having a singular focus on audience and building a loyal audience directly provide the best most nuanced understanding of what products ultimately make the most sense to sell Apply the methods laid out for you in Content Inc and create the business of your dreams **From the Franklin Institute Philadelphia ...**, Content business Joe

Pulizzi, 2022-03-30T00:00:00+02:00 C una formula per l'avvio di una startup che piace molto agli autoproclamati esperti di business crea un prodotto fai crescere la customer base e vendilo Facile Come mai allora tante aziende falliscono prima ancora di decollare Pulizzi ribalta il copione consolidato e condivide le tecniche con cui ha avviato le sue imprese per prima cosa bisogna creare contenuti validi e sfruttarli per costruirsi un vasto pubblico Il prodotto viene dopo pensato per soddisfare le esigenze di quel pubblico Basta seguire i sette passi del modello ideato da Pulizzi identificare il punto di forza trovare uno spazio libero per i contenuti costruire la base creare un audience individuare il modello dei ricavi diversificare e vendere o fare il salto di qualità per costruire l'azienda efficace dei nostri sogni Il content marketing oggi lo strumento più potente non solo per promuovere ma anche per dar vita a un'attività e farla crescere Questo libro svela le tecniche che hanno decretato il successo di tutte le aziende che hanno applicato la lezione di Pulizzi Global Content Strategy Val Swisher, 2014-10-13

When you want to engage customers you must have great content that speaks to them in their language Success in foreign markets takes research planning and sensitivity regarding the culture expectations and buying habits of each target customer Because of this more and more companies are translating more content into more languages every day Global Content Strategy A Primer gives you the information you need to get started navigating the global content landscape From tips on making your global content more accessible to details on how to ensure that your words and images are prepared for

the world this book provides information every global organization needs to be successful

Conteúdo S.A., Segunda Edição Joe Pulizzi, 2022-10-28 Os autoproclamados especialistas em negócios se apegam ao mantra de que o desenvolvimento de produtos o ponto de partida de toda empresa de sucesso crie um produto conquiste uma base de clientes venda seu produto Fácil Por que então a grande maioria dos negócios fracassa antes de decolar O empreendedor de sucesso e profissional do marketing de conteúdo do Joe Pulizzi nunca deu ouvidos aos chamados especialistas e seus negócios renderam milhões Nesta edição completamente atualizada e ampliada de Conteúdo S.A. Pulizzi mostra como ele inverteu o roteiro para construir a vida dos seus sonhos Em resumo comece ou desenvolvendo um conteúdo valioso não um produto Em seguida conquistou um público em torno daquele conteúdo e então criou um produto para aquele público Conteúdo S.A. segunda edição mostra como visualizar iniciar e monetizar seu próprio negócio de conteúdo por meio de sete etapas simples O Ponto Ideal identifique a intersecção entre a sua competência única e as dificuldades de seu público O Ajuste do Conteúdo determine como você pode ajustar o seu ponto ideal para encontrar um lugar onde exista pouca ou nenhuma competição A Base escolha uma plataforma principal para distribuir o conteúdo Conquista do Público utilize as mídias sociais e a SEO para converter visitantes ocasionais em assinantes de longo prazo Receita comece a cobrar dinheiro por seus produtos ou serviços Diversifique e amplie seus negócios expandindo para vários canais de entrega Vender ou Crescer saia do negócio vendendo por milhões ou construa uma empresa

Translation and Localization Project Management Keiran J. Dunne, Elena S. Dunne, 2011-10-18 Over the past three decades translation has evolved from a profession practiced largely by individuals to a cottage industry model and finally to a formally recognized industrial sector that is project based heavily outsourced and that encompasses a wide range of services in addition to translation As projects have grown in size scope and complexity and as project teams have become increasingly distributed across geographies time zones languages and cultures formalized project management has emerged as both a business requirement and a critical success factor for language service providers In recognition of these developments this volume examines the application of project management concepts tools and techniques to translation and localization projects The contributors are seasoned practitioners and scholars who offer insights into the central role of project management in the language industry today and discuss best practice approaches to the adaptation of generic project management knowledge skills tools and techniques for translation and localization projects

Popular Mechanics, 2000-01 Popular Mechanics inspires instructs and influences readers to help them master the modern world Whether it's practical DIY home improvement tips gadgets and digital technology information on the newest cars or the latest breakthroughs in science PM is the ultimate guide to our high tech lifestyle

Global Content Marketing: How to Create Great Content, Reach More Customers, and Build a Worldwide Marketing Strategy that Works Pam Didner, 2014-12-19 Engage Customers Around the World with Cross Regional Content Marketing Technology has virtually erased national borders forever transforming the way we reach and engage customers as well as the way we search

for and consume content Global Content Marketing takes you step by step through the process of creating and refining your strategies to meet this new reality LEARN HOW TO Create content that engages people regardless of their country and culture Identify key actions and strategies to apply to your projects Connect dots that others don't see and connect them in ways you never thought of before Content marketing across geographies is a different animal In this smart practical and authoritative book Pam Didner has tamed this animal for all of us DOUG KESSLER Creative Director Velocity A valuable guide to developing and distributing your global content effectively NANCY BHAGAT former VP Global Marketing Strategy Intel and current Divisional CMO TE Connectivity This book is the blueprint for engineering a modern scalable content marketing operation PAWAN DESHPANDE CEO Curata Finally the book that explores all critical aspects of global content marketing Whether you are a small business or a Fortune 500 company it is essential to understand the 4P's developed by Pam Didner Read it and take your content strategy to the whole new level EKATERINA WALTER author of Think Like Zuck and coauthor of The Power of Visual Storytelling

Content Strategy at Work Margot Bloomstein, 2012-01-25 Content is king and the new kingmaker and your message needs to align with your model and metrics and other mumbo jumbo right Whether you're slogging through theory or buzzwords there's no denying content strategy is coming of age But what's in it for you And if you're not a content strategist why should you care Because even if content strategy isn't your job content's probably your problem and probably more than you think You or your business has a message you want to deliver right You can deliver that message through various channels and content types from Tweets to testimonials and photo galleries galore and your audience has just as many ways of engaging with it So many ways so much content so where's the problem That is the problem And you can measure it in time creativity money lost opportunity and the sobs you hear equally from creative directors project managers and search engine marketing specialists The solution is content strategy and this book offers real world examples and approaches you can adopt no matter your role on the team Put content strategy to work for you by gathering this book into your little hands and gobbling up never before seen case studies from teams at Johns Hopkins Medicine MINI Icebreaker and more Content Strategy at Work is a book for designers information architects copywriters project managers and anyone who works with visual or verbal content It discusses how you can communicate and forge a plan that will enable you your company or your client get that message across and foster better user experiences Presents a content strategy framework and ways to implement in both in house marketing departments and consultancies Includes case studies interviews and lessons learned from retail apparel network television business to business automotive non profit and higher ed brands Details practical sales techniques to sell content strategy and use content strategy processes to sell other services and larger projects

Content Strategy Rahel Anne Bailie, Noz Urbina, 2013-01-15 If you've been asked to get funding for a content strategy initiative and need to build a compelling business case if you've been approached by your staff to implement a content strategy and want to know the business benefits or if you've been asked to sponsor a content strategy

project and don't know what one is this book is for you. Rahel Anne Bailie and Noz Urbina come from distinctly different backgrounds but they share a deep understanding of how to help your organization build a content strategy. *Content Strategy: Connecting the dots between business brand and benefits* is the first content strategy book that focuses on project managers, department heads and other decision makers who need to know about content strategy. It provides practical advice on how to sell, create, implement and maintain a content strategy, including case studies that show both successful and not so successful efforts.

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