Audience Experience: The “WHY” of Content Management

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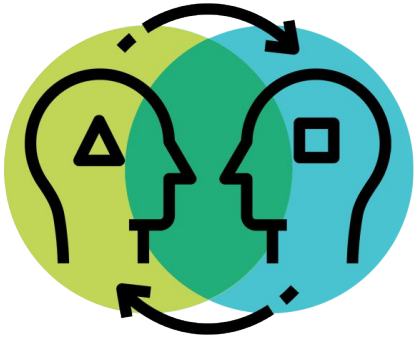
A B2B content marketing agency for tech product and service companies.

Your tech is complex.
Your message shouldn't be.



Empathy

Clarity

Trust

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OSP

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Meet the OSPeas!

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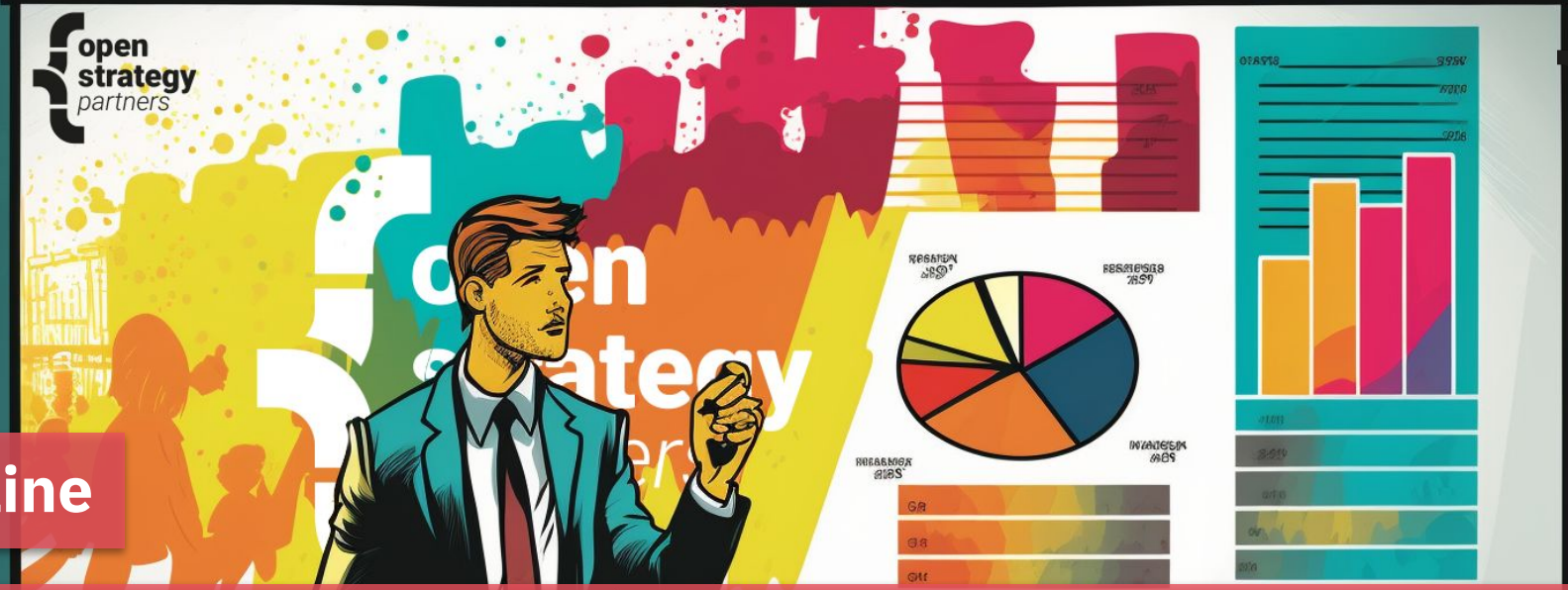


Outline

1. The WHY of a Website == To communicate and connect
2. Communication + Connection == Audience Experience
3. Audience Experience == good content
4. Good content == technical truth ++ strategy ++ communication that connects
5. Communication that connects is based on empathy, clarity, and trust
6. **Communicate and connect to help you grow**

The “WHY” of your Website ==
to communicate and connect

Communication + Connection ==
Audience Experience

Audience Experience ==
“good” content (that
connects)!

What makes content … "good"?

Good!

Messaging and communication

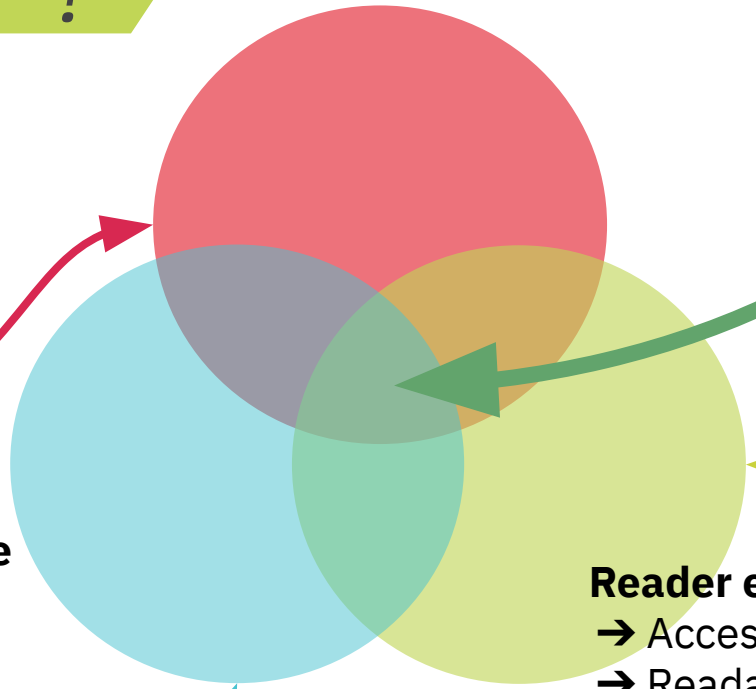
➔ Clear
➔ Compelling
➔ Accurate
➔ Connects with the audience

Presentation/structure

➔ Text
➔ Images / Diagrams
➔ Audio
➔ Video

Reader experience

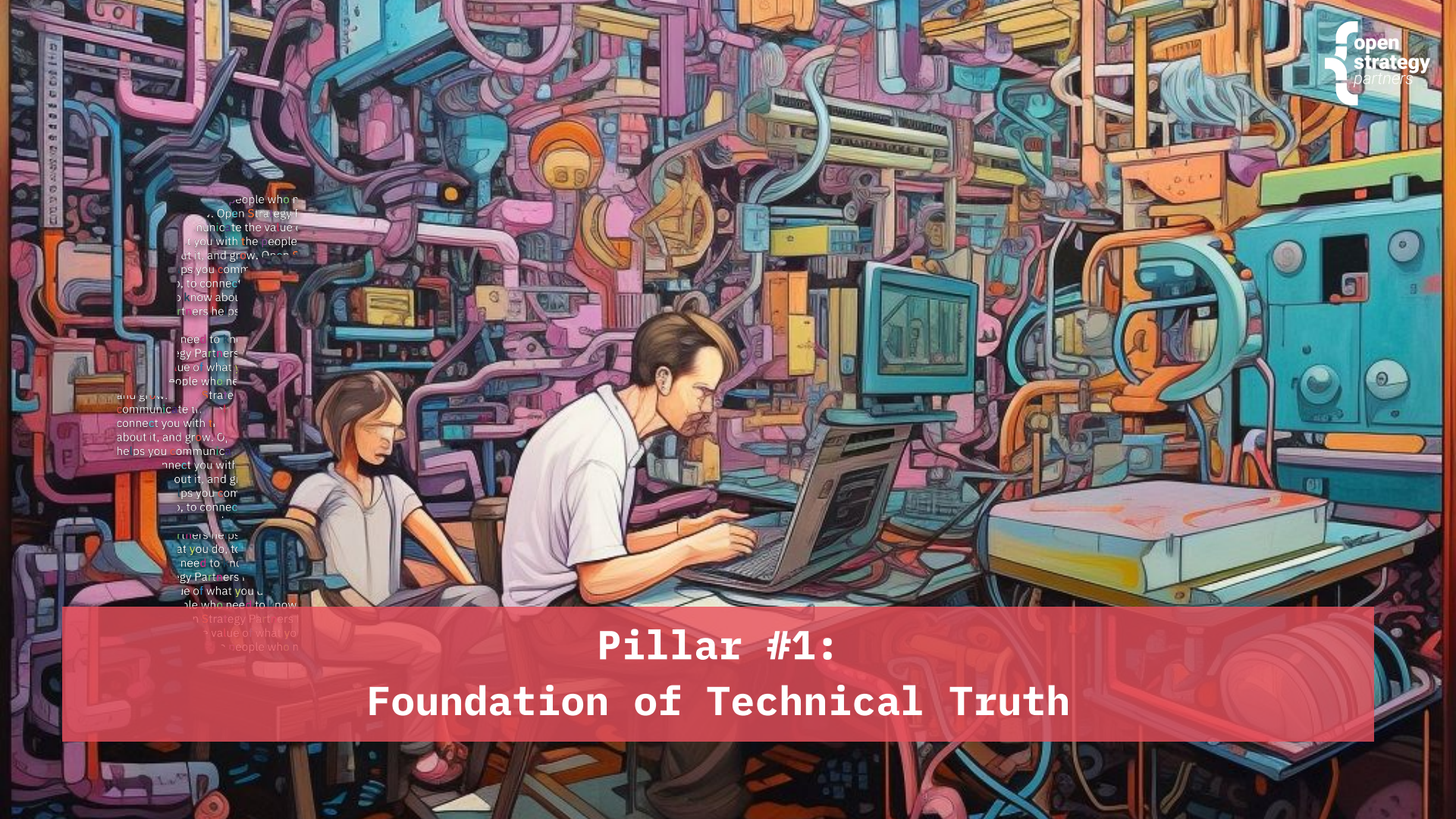
➔ Accessible
➔ Readable
➔ Narrative efficient/on-point
➔ Appropriate language



How do we achieve "good" content?

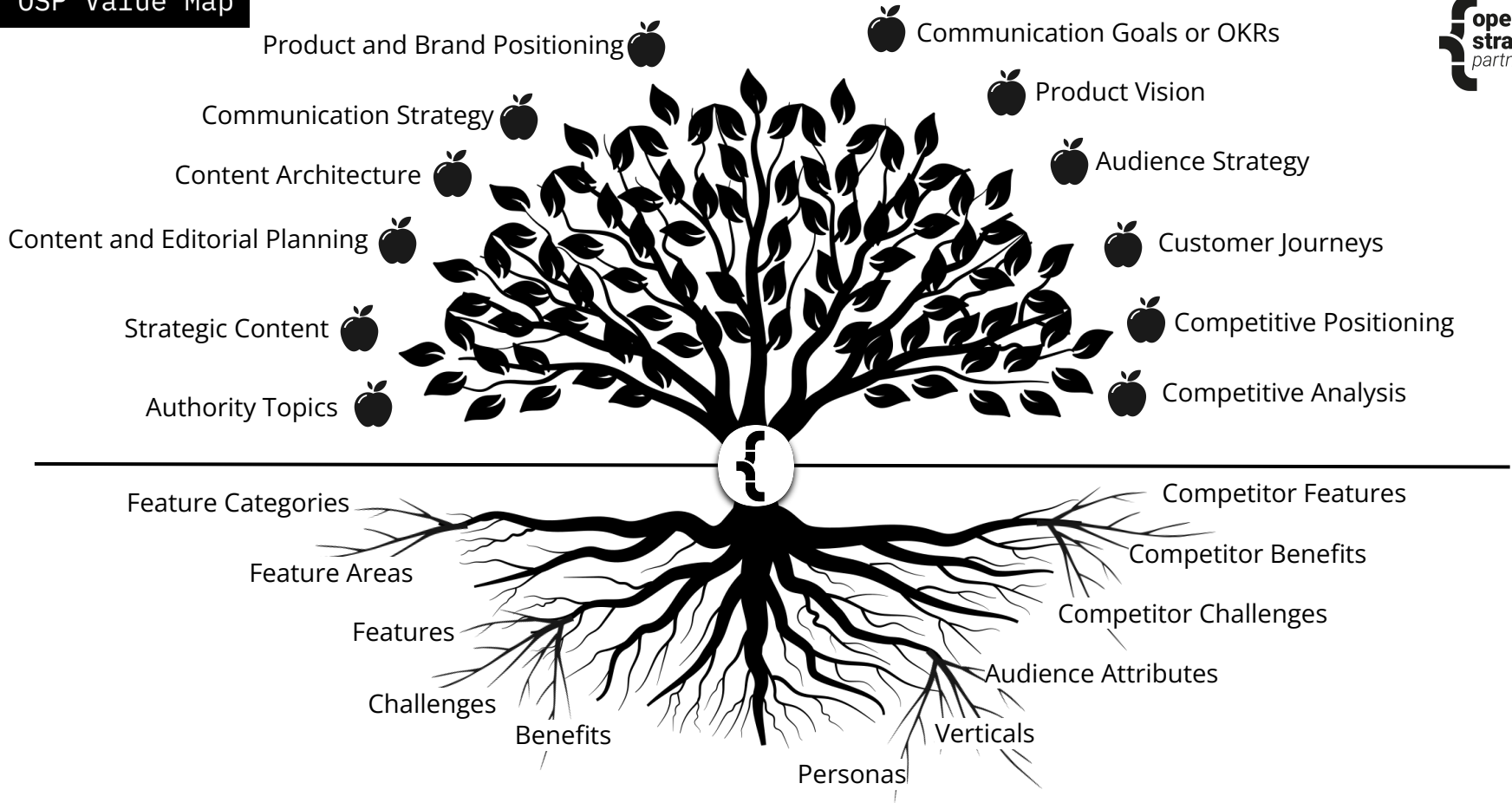
Three Pillars for Communication that Connects

1. A strong **foundation of technical truth** that articulates your value (Value Map).
2. A **communication and content strategy** that maps out who, where, and how you communicate the value.
3. Writing and communicating with **empathy, clarity, and trust**.

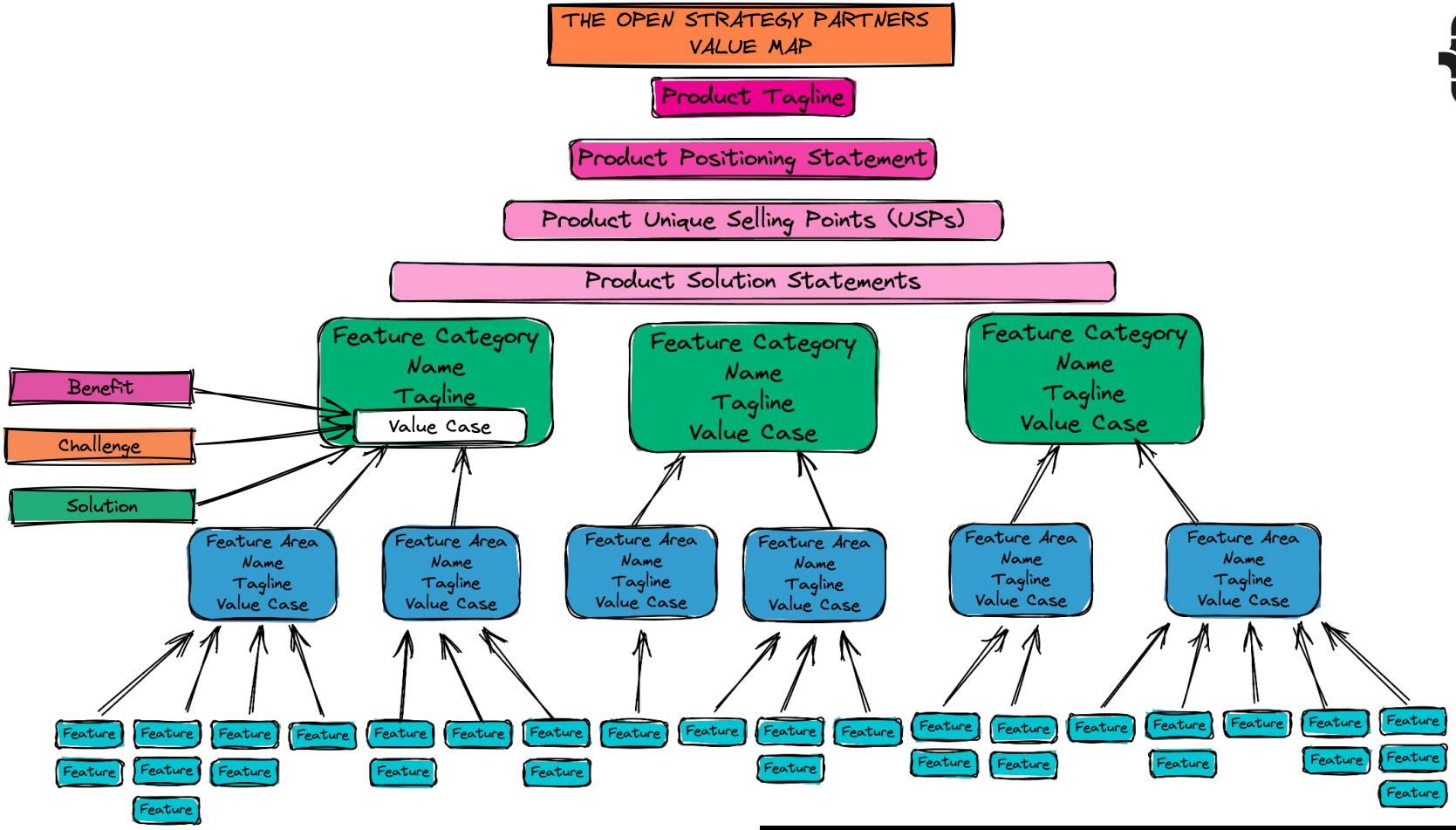


Pillar #1:
Foundation of Technical Truth

The OSP Value Map



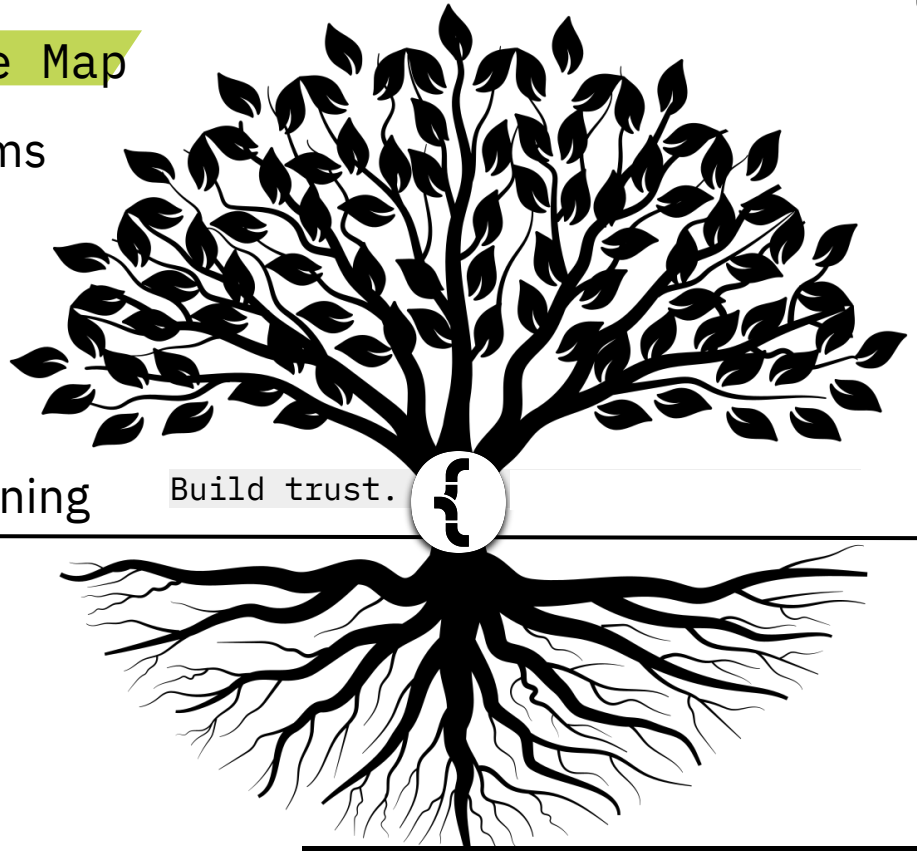
Foundation of Technical Truth



From Features to Fact-Based Product Positioning

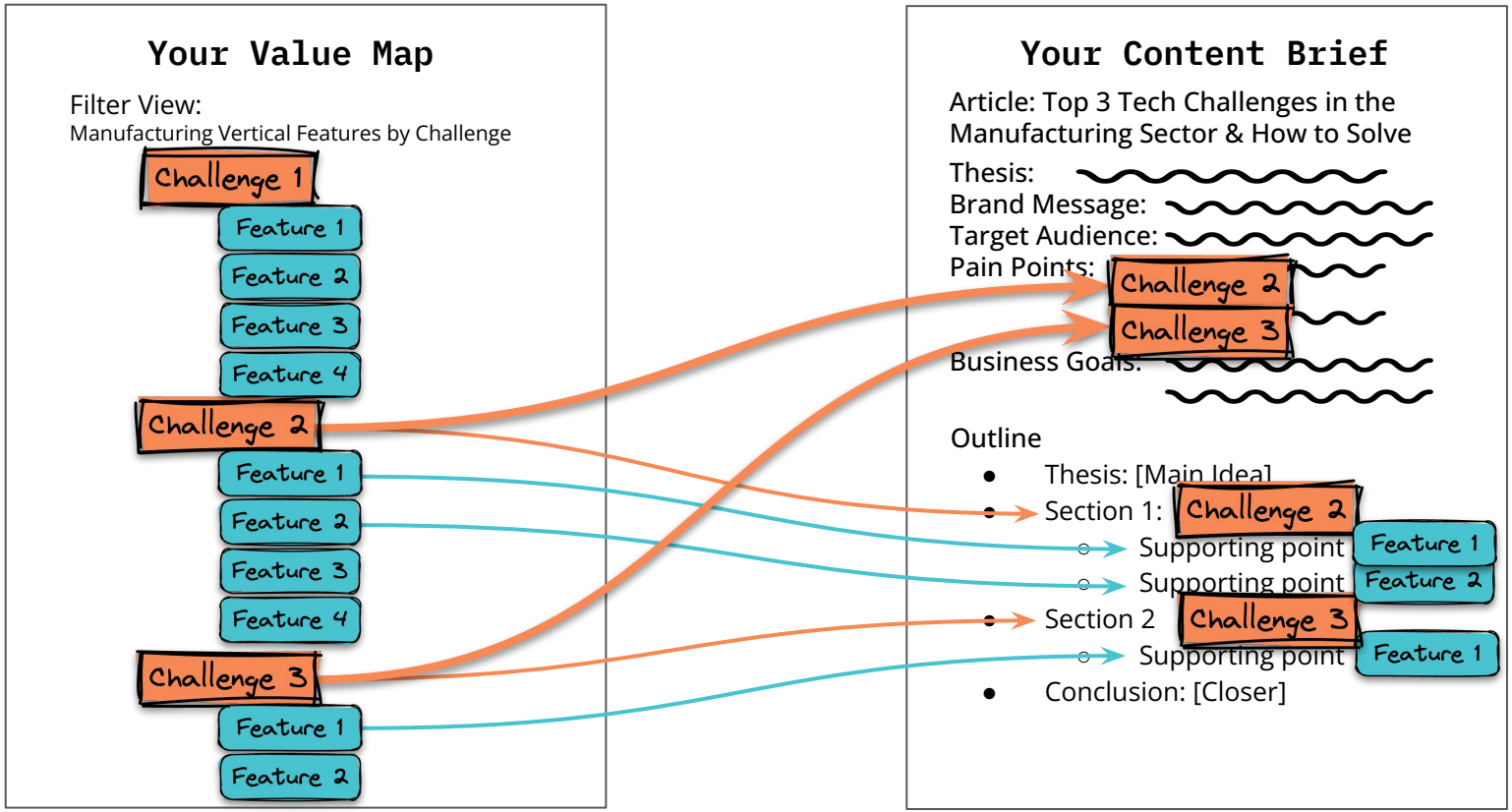
The Value of the Value Map

- Technically accurate comms
- Clear, compelling comms
- Single Source of Truth
- Agreed-upon Terms
- Unified, fact based positioning



In Summary: The Value of the Value Map

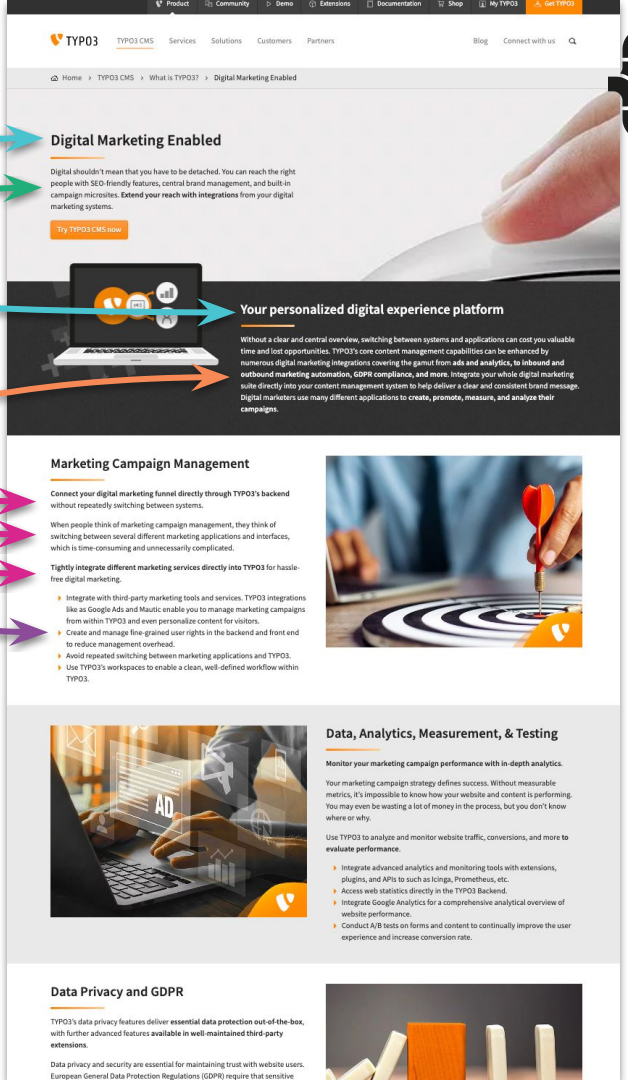
Product Communications Framework



Components to Comms

Product Communications Components

- Taglines
- Positioning Statements
- Benefit Statements
- Challenge Statements
- Solution Statements
- Feature Statements
- Value Cases
- Call-to-Action
- Call-to-Value
- [General] Statements (e.g. Audience, Vertical, some other specific focus)



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Marketing Campaign Management

Connect your digital marketing funnel directly through TYPO3's backend without repeatedly switching between systems.

When people think of marketing campaign management, they think of switching between several different marketing applications and interfaces, which is time-consuming and unnecessarily complicated.

Tightly integrate different marketing services directly into TYPO3 for hassle-free digital marketing.

- Integrate with third-party marketing tools and services. TYPO3 integrations like as Google Ads and Mautic enable you to manage marketing campaigns from within TYPO3 and even personalize content for visitors.
- Create and manage fine-grained user rights in the backend and front end to reduce management overhead.
- Avoid repeated switching between marketing applications and TYPO3.
- Use TYPO3's workspaces to enable a clean, well-defined workflow within TYPO3.

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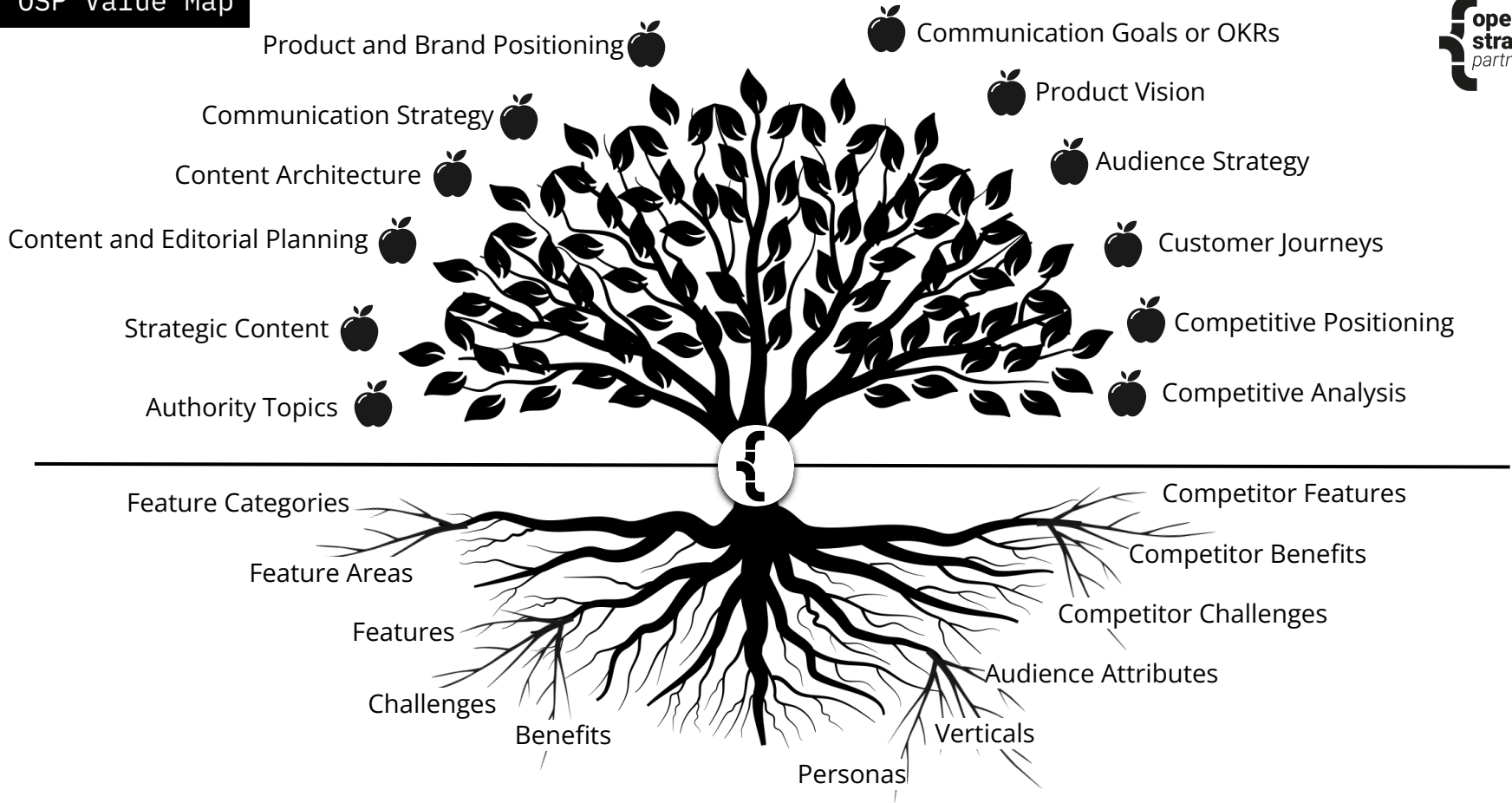
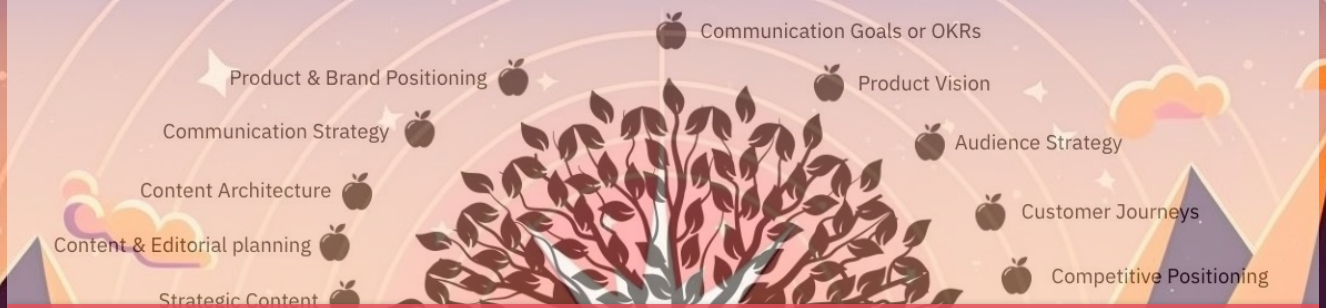
Pillar #2:
A strong content and communication strategy

The OSP Value Map



Foundation of Technical Truth



Benefits of a strong strategy

1. Provides **vision** and **direction**
2. Guides your content down a **focused path**
3. Helps you:
   a. **Understand your audience**'s problems, needs, and desires
   b. Understand **how you fit in to the competitive landscape** to guide both your product development and choosing how to focus **your** communications on your unique value proposition
   c. Create plans so you can **focus your resources and energy** on the narratives that create connection with your audience.

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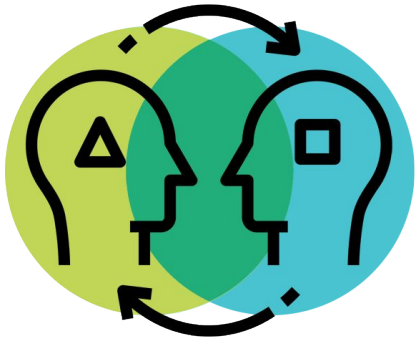
A Content Writing Guide for Tech Products and Services
Pillar #3: Communication that Connects

Technical Communications Values



Empathy

Clarity

Trust

Empathy

Operational Empathy

Put yourself in your audience's shoes to understand their challenges, needs, and context.

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Interviews

Record interviews with target audience, SME's, client advocates, devs, tech leads, marketing, sales, product, etc.

Audience Research

Find and review articles, studies, and other research material to understand challenges and needs

Survey

Ask important questions to a select group of your audience to discover patterns of challenges and needs

Quote SMEs

We cannot be experts in everything. Ask questions and quote the experts! Bonus: New content in the world.

Stakeholders

Talk with everyone involved. People in different roles have surprisingly different perspectives.

De-Siloing

Collect everyone's perspectives in a single-source-of- truth. Help them understand what's important to others.

Writing for Empathy

Put yourself in your audience's shoes to understand their challenges, needs, and context.

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Code: WIIFM

Lead with the benefit. Show why your audience should care in the opening section.

Code: CNECT

Use language that will connect with your target audience. Avoid jargon that will exclude non-experts from learning.

Code: CRIT

Avoid hidden or implied criticism. Don't tell people they're "doing it wrong" ... Blame the software ;-)

Code: FUD

Avoid negative copy and FUD marketing (fear, uncertainty, doubt). We want to make a positive difference in the world.

Code: INCL

Help readers feel respected and welcomed. Avoid language of prejudice, bias, discrimination, or lacking sensitivity.

Code: PAX

Non-violent language. We use peaceful, inclusive metaphors (art, carpentry, gardening) not war, violence, or sports ones.

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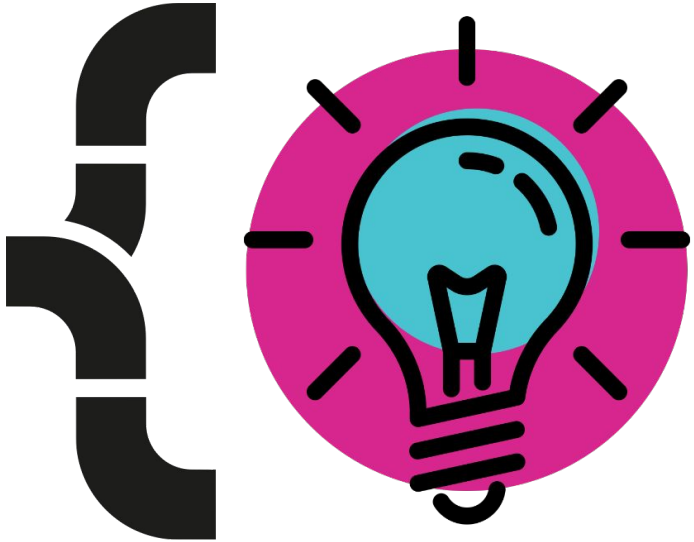
Clarity



Clarity

Operational Clarity

Be clear about the facts. Present them clearly.

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Technical Accuracy

Build on a foundation of technical truth. Leverage SMEs, research, Value Map, etc.

Logical Rigor

Clear narrative structures that lead to logical conclusions. Present evidence to back up your claims.

Tight Writing

Crisp, sharp, focused!

Easy to Consume

Clear presentation through formatting, logical story progression, descriptive headers, images, and diagrams.

Clarity

Writing for Clarity

Put yourself in your audience's shoes to understand their challenges, needs, and context.

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Code: LEDE

Don't bury the lede! This helps at every level, from large assets, to articles, to sub-sections, and even sentences.

Code: SPOCK

Use logic. Connect claims with evidence, show cause/effect relationships to claims. Avoid logical fallacies.

Code: CRISP

Write spare, concise sentences. Vary their lengths to find rhythm, and pace. Use the active voice.

Code: CLUTT

Cut clutter. If your words do not build toward your point, they are extraneous. Good writing emerges from a critical eye.

Code: WALL

Break up your text with headers, paragraphs, blockquotes, and lists. A "wall of words" is hard to scan and parse.

Code: TERM

Explain technical terms and names. Make your text inclusive; add enough context to enable readers to learn.

Trust

Trust

Operational Trust

"Trust is the foundation for everything we do, and if we can learn to trust one another more, we can have unprecedented human progress. ***- Frances Frei , Harvard Business School***

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Empathy + Clarity

Acting with empathy and clarity builds trust. Trust is a common outcome of being empathic and clear.

Capability + Credibility

Demonstrating competence and expertise in your field builds trust. We all need expert help.

Knowledge + Experience

Demonstrating knowledge and experience builds trust. Share with the world in your blog, podcast, etc.

Recognize, acknowledge others

Highlight and celebrate the successes of others. Don't make all your comms all about you all the time.

Authenticity + Integrity

Openly be your authentic self. Act with integrity. Be honest—also about the things you can't offer.

Trust Signals

Broadcast the signals that build trust.

Trust

Writing for Trust

"Trust is the foundation for everything we do, and if we can learn to trust one another more, we can have unprecedented human progress. ***- Frances Frei , Harvard Business School***

Code: **TRUST**

Mention, link to, or highlight signals of trust, refer to an authoritative source (HBR, lead dev, inventor, expert)

Code: **FACT**

Back all factual claims with evidence; show testimonials, examples, statistics, or other research.

Code: **EXMPL**

Enhance your thesis or claims by helping to create a picture in readers' minds: brands, companies, cases, etc.

Code: **QUOTE**

Quote your subject matter experts directly wherever possible to build trust, authority, and add interest.

Code: **HYPER**

Avoid hyperbole, exaggeration, binary comparisons (good/bad), and claims you can't back up.

Code: **CASE**

Don't waffle ;-) Make each point in each paragraph valid, relevant, and unique.

FOSS Project Trust Signals*

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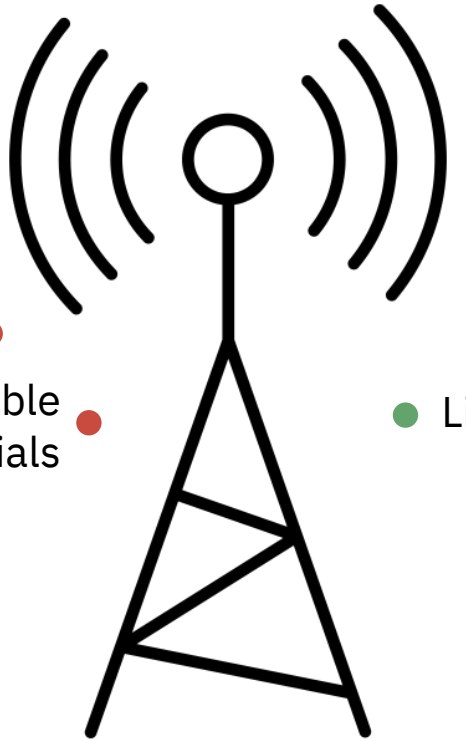
- Code of conduct
- Good release notes
- Clear README file
- Community testimonials
- State of documentation
- Contribution guidelines
- Clear, accessible, findable training + tutorials



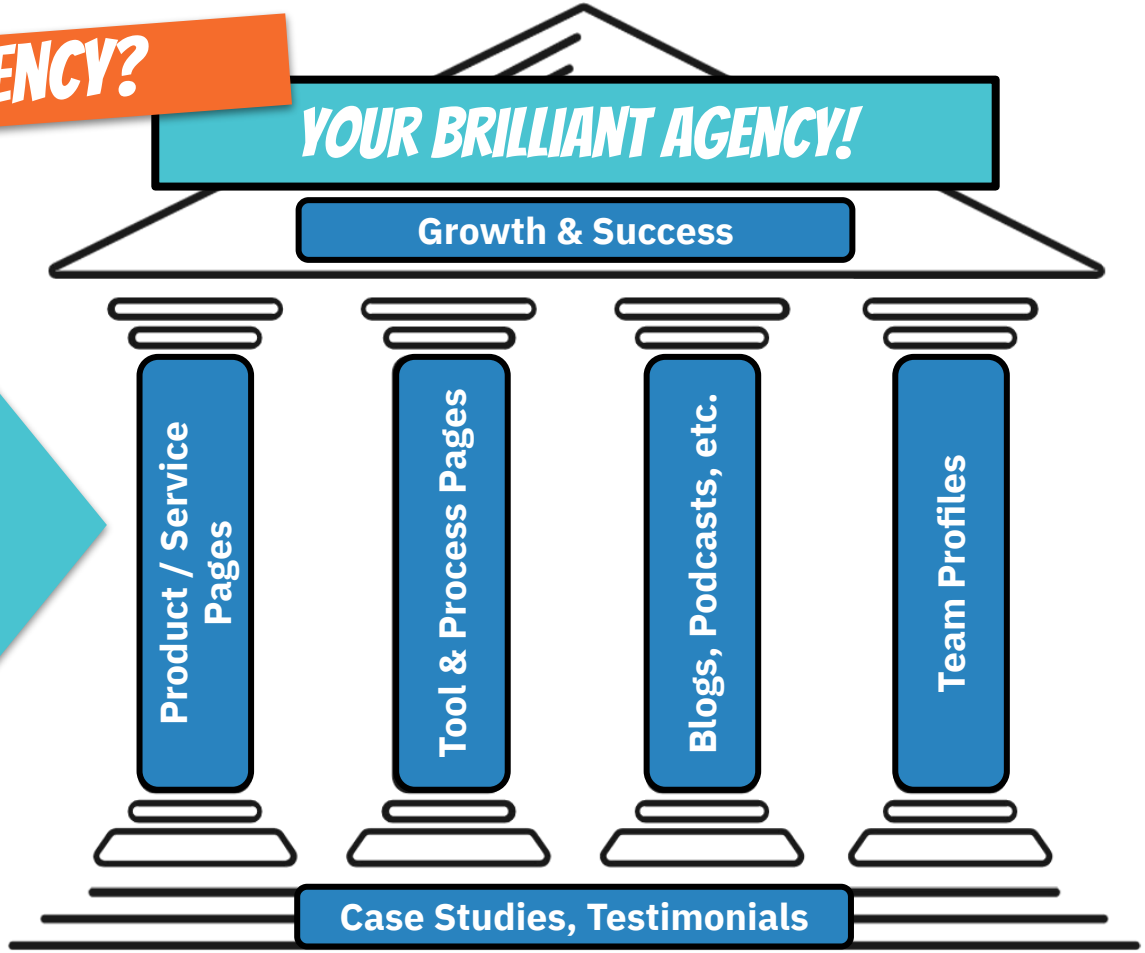
- Regular releases
- Number of Downloads
- GitHub activity + stars
- Community, events, sponsorship
- Slack activity + (other) support channels
- License visible

Missing
Needs Work
Good Shape

* (Example)

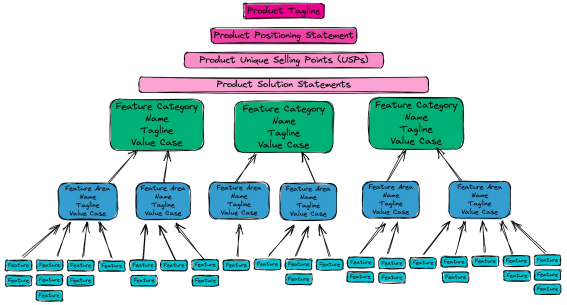
ARE YOU MY AGENCY?

"We build and sell ***SERVICES,*** *as a* ***TEAM OF EXPERTS,*** ***SHARING*** *our* ***KNOWLEDGE,*** *qualified & experienced in using a set of* ***TOOLS and PROCESSES,*** *with a* ***PROVEN TRACK RECORD OF SUCCESS."***



Resources: openstrategypartners.com

/resources/osp-writing-editing-guide



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/resources/the-osp-editing-codes

/resources/a-content-writing-guide-for-tech-products-and-services/

Our podcast!

Recap

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Thank you! Questions?
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