

**open
strategy
partners**

Audience Experience: The “WHY” of Content Management

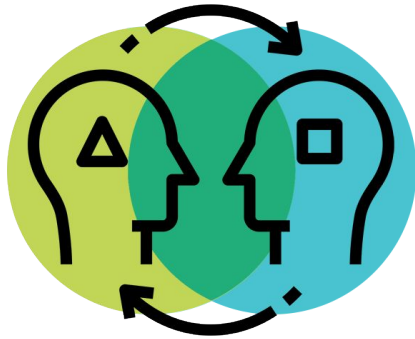


Jeffrey A. “jam” McGuire // @horncologne
Tracy Evans // @kanadiankicks

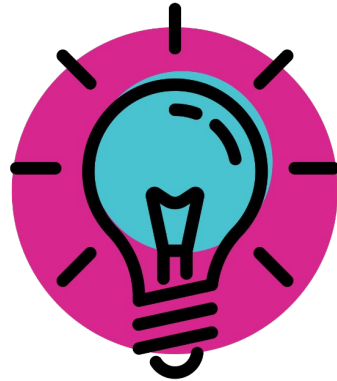
Open Strategy Partners GmbH
@open_strategy
June 2023

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

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



Empathy



Clarity



Trust



OSP

openstrategypartners.com | [@open_strategy](https://twitter.com/open_strategy)

Meet the OSPeas!



Tracy Evans
Partner
Cologne, Germany

@kanadiankicks



Open Strategy Partners
openstrategypartners.com

@open_strategy



Jeffrey A. "jam" McGuire
Partner
Cologne, Germany

@horncologne

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"?

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

Good!



Three Pillars for Communication that Connects

*How do we achieve
"good" content?*

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.**



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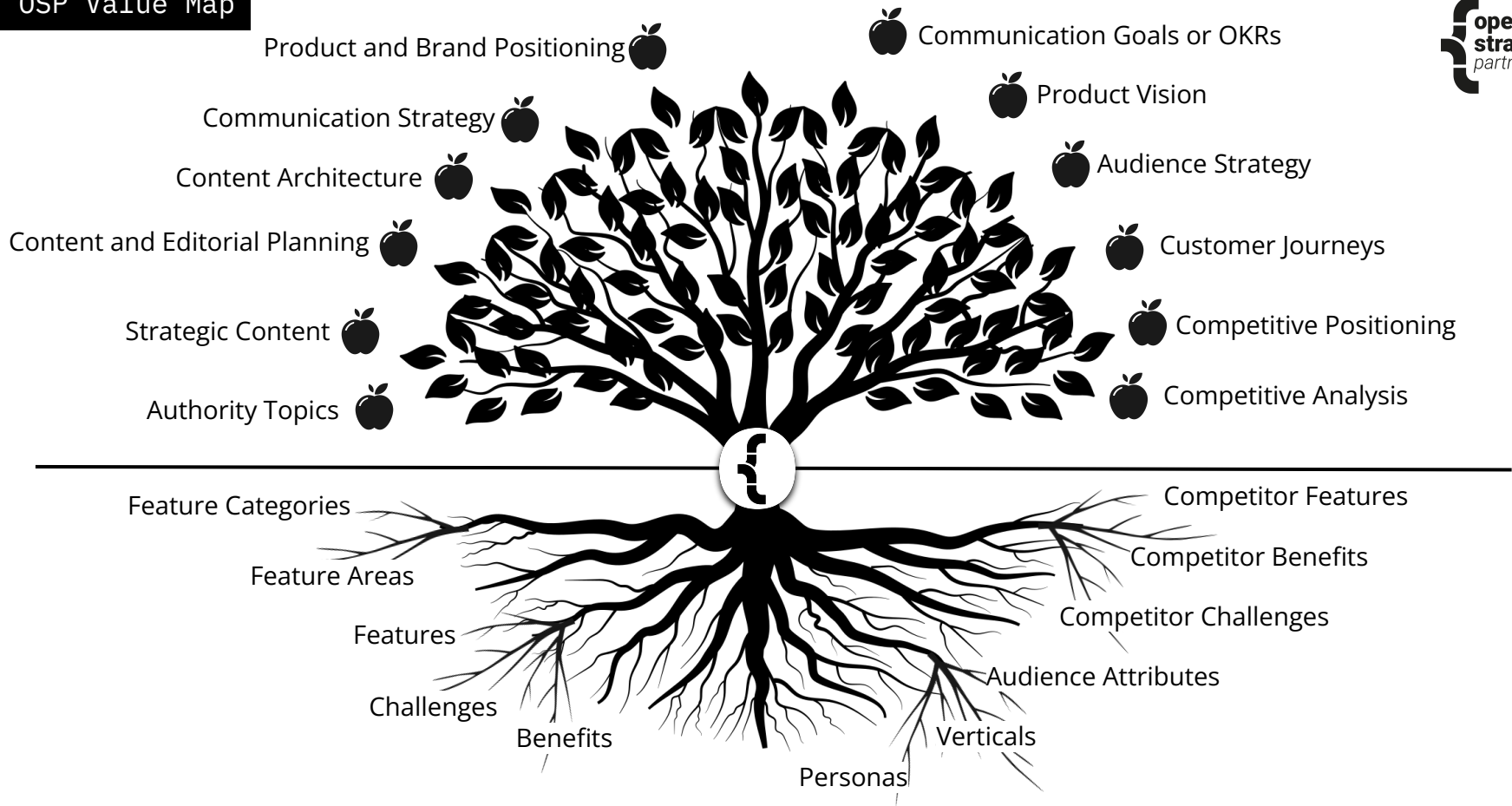
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Pillar #1: Foundation of Technical Truth



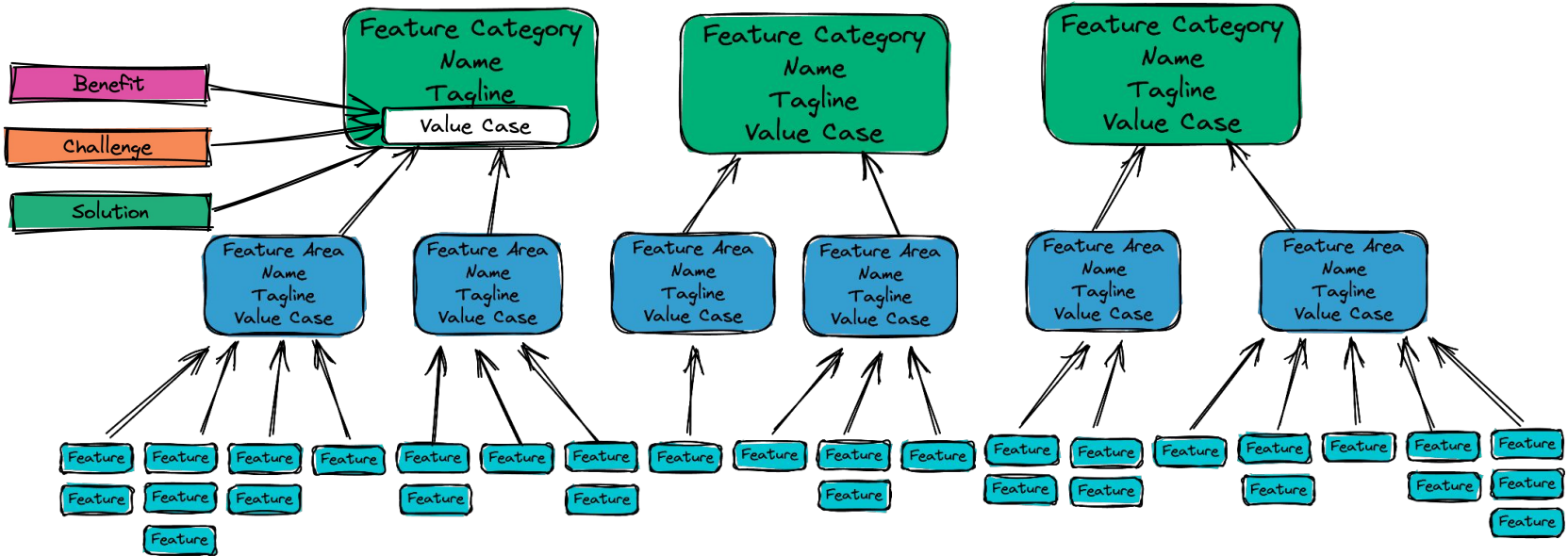
THE OPEN STRATEGY PARTNERS
VALUE MAP

Product Tagline

Product Positioning Statement

Product Unique Selling Points (USPs)

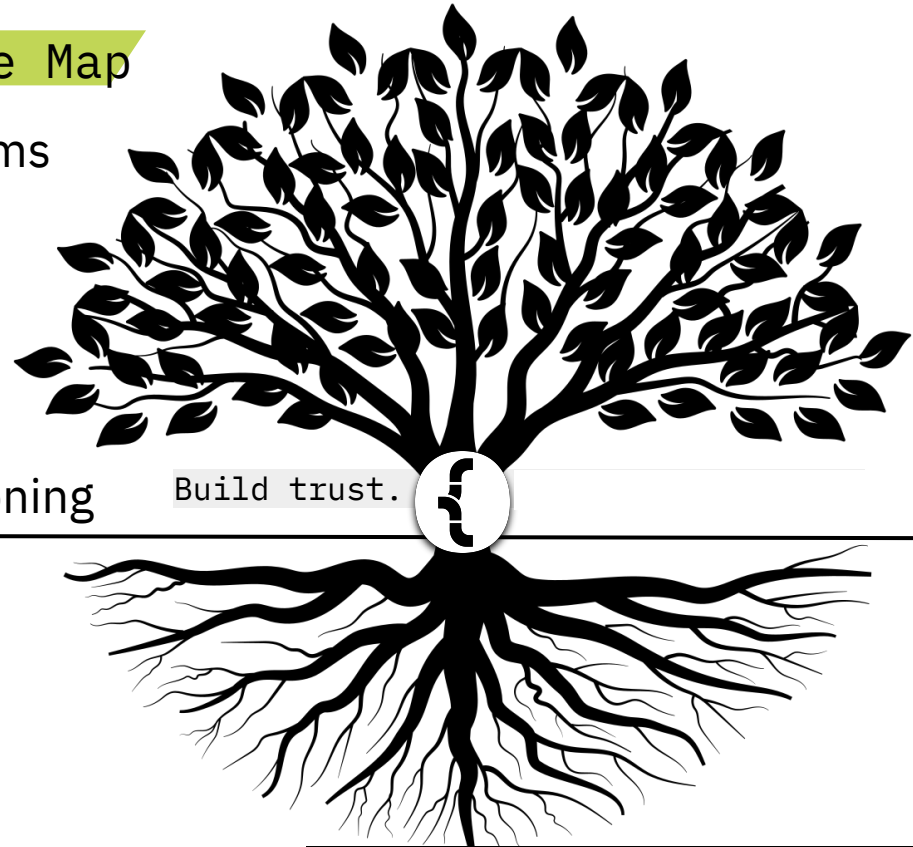
Product Solution Statements



From Features to Fact-Based Product Positioning

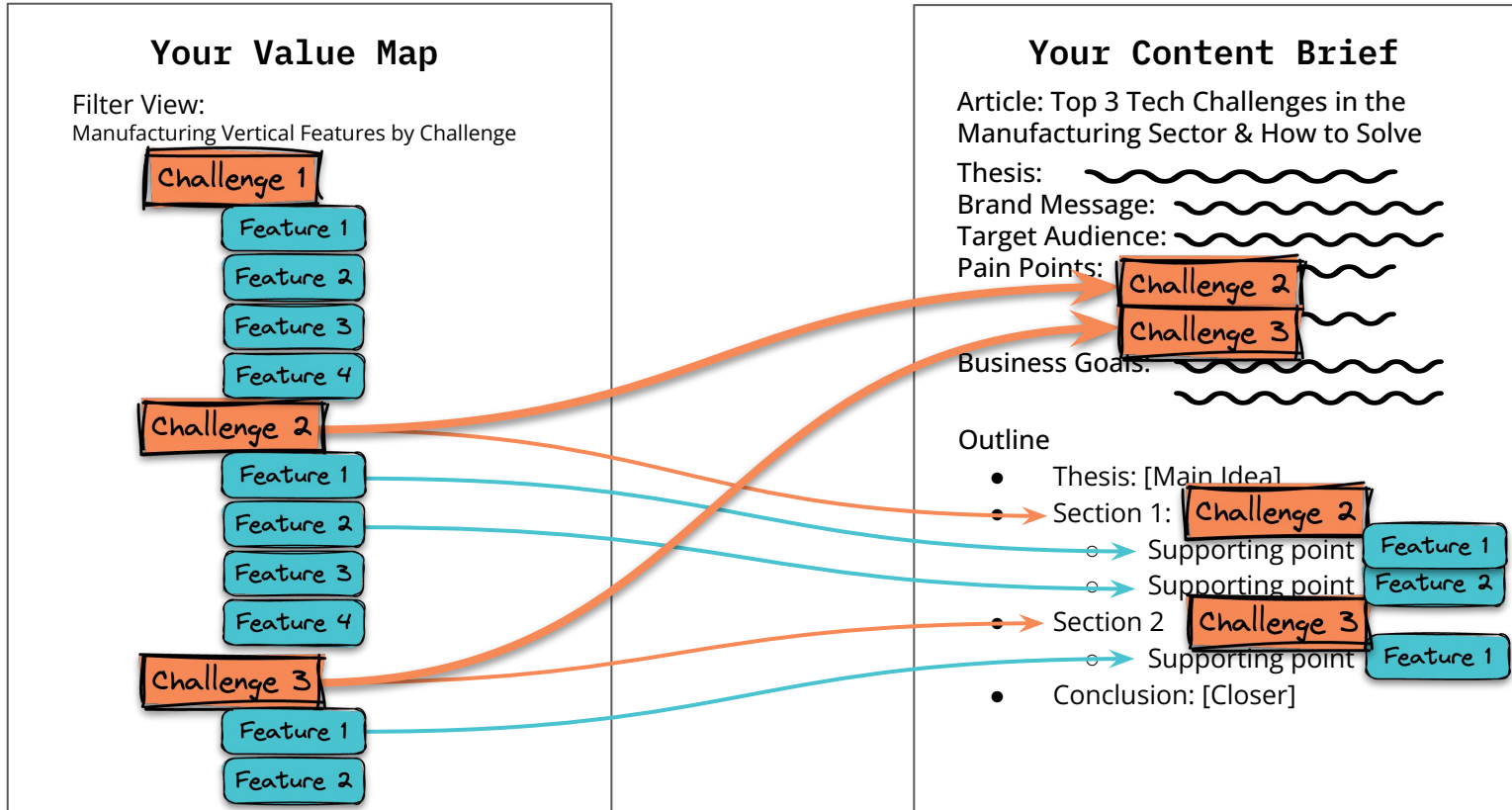
The Value of the Value Map

- 🍏 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

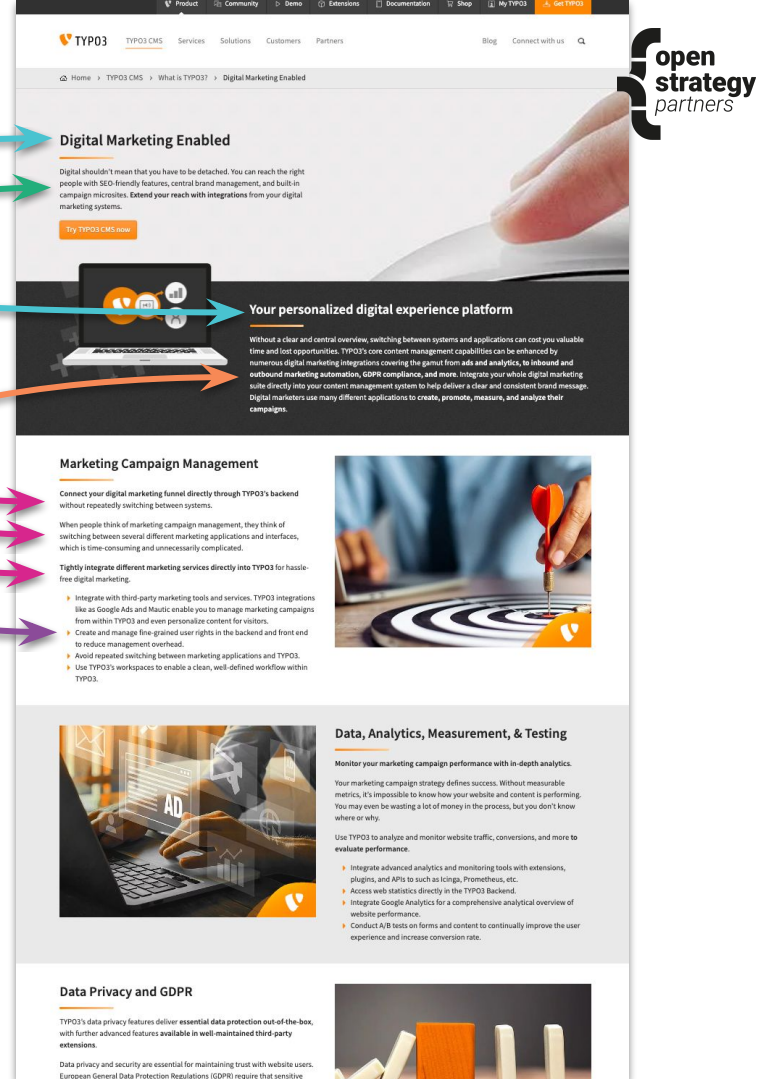
Product Communications Framework



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)



The image shows a screenshot of the TYPO3 website, which is a content management system. The page is titled "Digital Marketing Enabled" and features several sections with arrows pointing from the "Product Communications Components" list on the left to specific parts of the page. The sections include:

- Digital Marketing Enabled:** A section with a background image of a hand pointing at a screen. It includes a sub-section "Your personalized digital experience platform" with a laptop icon and a sub-section "Marketing Campaign Management" with a target icon.
- Marketing Campaign Management:** A section with a sub-section "Data, Analytics, Measurement, & Testing" featuring a laptop with data charts and a sub-section "Data Privacy and GDPR" with a bar chart icon.

The website header includes navigation links for Product, Community, Demo, Extensions, Shop, My TYPO3, and Get TYPO3. The footer includes the TYPO3 logo and the Open Strategy Partners logo.

Components to Comms

Product Communication Components

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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.

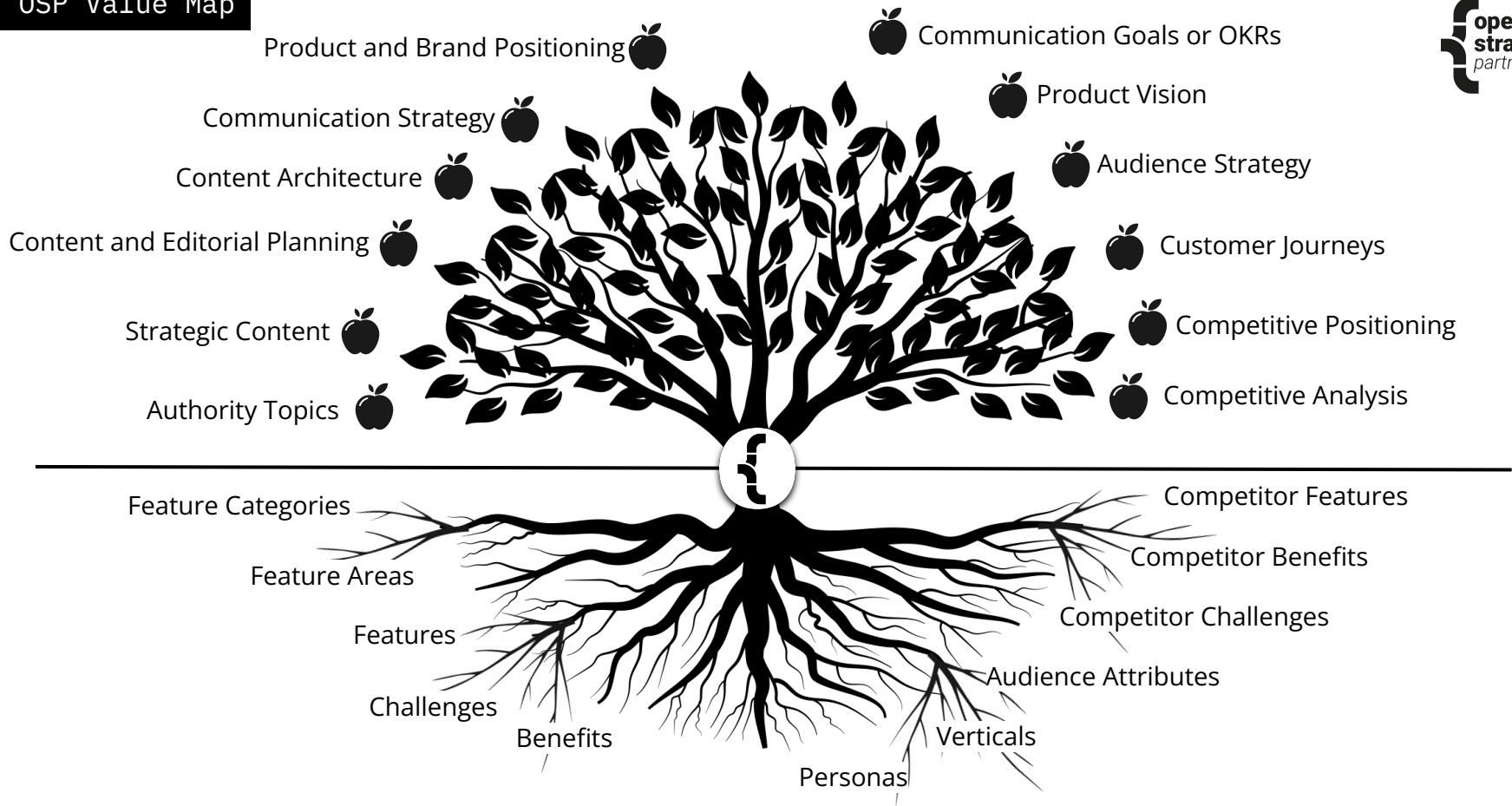
Tightly integrate different marketing services directly into TYPO3 for hassle-free digital marketing.

- ▶ 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.

A vibrant, stylized illustration of a landscape at sunset or sunrise. The scene features rolling hills, a winding road, and a large, multi-pointed sun in the center. The color palette is dominated by warm tones of orange, red, and purple. In the top right corner, there is a logo for 'open strategy partners'.

Pillar #2:

A strong content and communication strategy





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.

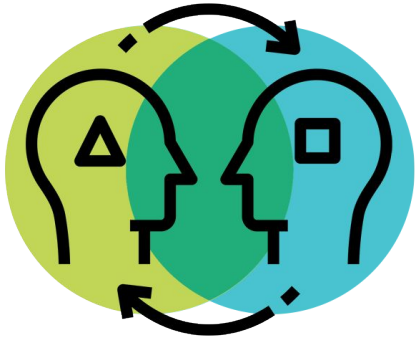
An illustration of a vintage typewriter in shades of teal and orange. A glowing lightbulb is positioned to the right of the typewriter. To the left, a teal mug sits on a surface. The background is a dark teal gradient. The text 'open strategy partners' is written in a white, sans-serif font, with 'open' and 'partners' on separate lines and 'strategy' in a larger font size. The typewriter has a circular logo on its front panel with the text 'open strategy partners' inside. A red banner at the bottom contains the text 'Pillar #3: Communication that Connects'.

open
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partners

A Content Writing Guide for Tech Products and Services

Pillar #3: Communication that Connects

Technical Communications Values



Empathy



Clarity

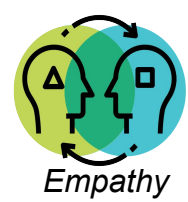


Trust



Empathy





Operational Empathy



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

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.

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**

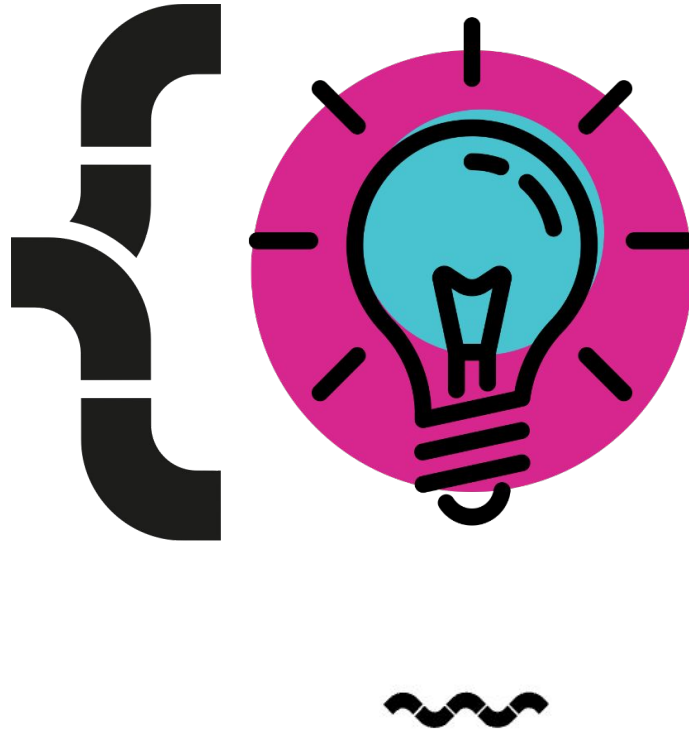
Help readers feel respected and welcomed. Avoid language of prejudice, bias, discrimination, or lacking sensitivity.

Code: **PAX**

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



Clarity





Clarity

Operational Clarity

Be clear about the facts. Present them clearly.



Technical Accuracy

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

Easy to Consume

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

Logical Rigor

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

Tight Writing

Crisp, sharp, focused!





Clarity

Writing for Clarity



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

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

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.



Writing for Trust



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 : QUOTE

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

Code : FACT

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

Code : HYPER

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

Code : EXMPL

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

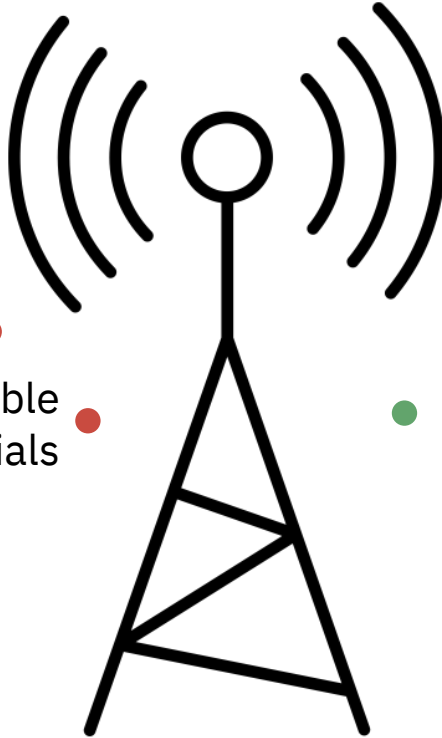
Code : CASE

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



FOSS Project Trust Signals*

- 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?

YOUR BRILLIANT 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."

Growth & Success

**Product / Service
Pages**

Tool & Process Pages

Blogs, Podcasts, etc.

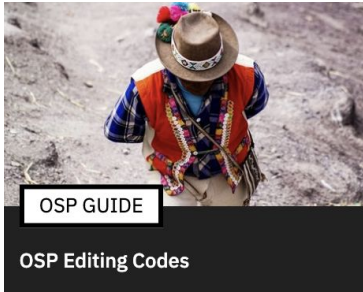
Team Profiles

Case Studies, Testimonials

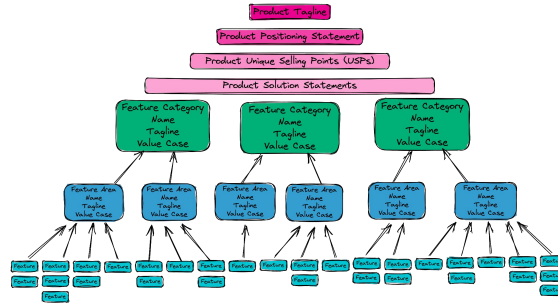
Resources: openstrategypartners.com



</resources/osp-writing-editing-guide>



</resources/the-osp-editing-codes>



</the-osp-value-map/>



</blog>



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



Our podcast!

Recap

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2. Communication + Connection == Audience Experience
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6. **Communicate and connect to help you grow**

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tracy@openstrategypartners.com
[@kanadiankicks](https://twitter.com/kanadiankicks)



Thank you! Questions?

