

# Great content requires strategy and organization

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by [Denise Lee Yohn](#) <sup>[1]</sup>

Great content doesn't just happen, but ensuring you have it doesn't have to be a mystery either. The speakers at the session, "**Organizing for Content**," at the [2013 iMedia Brand Summit](#) <sup>[2]</sup>, showed how companies can ensure they develop and distribute great content.

According to [Rebecca Lieb](#) <sup>[3]</sup>, Digital Advertising and Media Analyst at Altimeter Group, who presented the organization's research, content is the top go-to-market priority for marketing executives. But within most organizations, responsibility and oversight of content is usually reactive and highly fragmented. The result? Inconsistencies and inefficiencies that frustrate executives and detract from the customer experience.

Rebecca outlined **six organizational models** for governing the orchestration of content within an enterprise to ensure that content is created in harmony:

1. **Content center of excellence** – a consortium of experts from a variety of organizational divisions that provides leadership and best practices
2. **Cross functional content chief** – a Chief Customer Officer with cross departmental authority and buy in from senior management who sets a global content strategy
3. **Content lead** – a single person, not the Chief Content Officer but someone who leads content initiatives editorially and/or strategically without cross departmental authority
4. **Executive steering committee** – a cross functional strategic group comprised of senior executives responsible for gut checking and approving content
5. **Content department and division** – an in-house group or agency creating large scale and high volume of content that's often highly technical
6. **Content council or editorial board** – content creators and/or marketing executives who meet frequently to align content

To explain this last model, [Nancy Bhagat](#) <sup>[4]</sup>, VP Global Marketing Strategy & Campaigns, Intel Corp. took the stage. Emphasizing the importance of **integration**, Nancy spoke about her company's experience with implementing a content council. The council is responsible for developing an editorial calendar based on analyses of customer discussions and insights and planning and coordinating the content workflow across different groups within the company.

Nancy indicated the importance of having a **content strategy**, saying, "*I hate random acts of marketing.*" Instead of different people creating different pieces of content for different purposes, the content council at Intel ensures the strategic parameters are followed and goals are met.

Also at Intel the focus is on **developing a network around content** that includes the company's strategic business partners. Each entity within the network plays a role in amplifying and scaling each other's content.

Finally, **content is not considered an end unto itself** at Intel, Nancy explained. Instead, "*Content is about an extended journey that...leads to a bigger story and deeper engagement.*" To that end, the company is less concerned about the number of clicks a certain piece of

content generates. It takes a more holistic view of measuring content effectiveness to incorporate all results across multiple platforms and content during a specific period of time.

A content council is only one organizational solution to the content marketing challenge.

Depending on your organization's budget, content volume, and types of customers, a different organization may work best. The overarching message of the session was to **address content strategically and functionally**.

*Blending a fresh perspective, twenty-five years of experience working with world-class brands including Sony and Frito-Lay, and a talent for inspiring audiences, [Denise Lee Yohn](#)<sup>[1]</sup> is a leading authority on building and positioning exceptional brands. Follow [Denise](#)<sup>[5]</sup> on Twitter.*

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URLs in this post:

[1] Denise Lee Yohn: <http://deniseleeyohn.com>

[2] 2013 iMedia Brand Summit: <http://www.imediaconnection.com/summits/32927.asp>

[3] Rebecca Lieb: [http://www.imediaconnection.com/profiles/iMedia\\_PC\\_Bio.aspx?ID=37709](http://www.imediaconnection.com/profiles/iMedia_PC_Bio.aspx?ID=37709)

[4] Nancy Bhagat: [http://www.imediaconnection.com/profiles/iMedia\\_PC\\_Bio.aspx?ID=36437](http://www.imediaconnection.com/profiles/iMedia_PC_Bio.aspx?ID=36437)

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