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THRON Special Edition

# Content Intelligence

for  
**dummies**<sup>®</sup>  
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**Nicola Meneghello**  
with Michelle Krasniak

## About THRON

THRON aims to link brands to people — and vice versa — and believes content is the cornerstone of that relationship. This is why THRON developed a software cloud, the Intelligent DAM, that helps brands manage, control, and deliver content across multiple channels without adapting it to different formats, and while avoiding duplication problems. THRON's integrated artificial intelligence makes it unique and intelligent, enabling brands to profile every user who visited their content and to know his or her interests. THRON is a strategic tool to allow Marketing and Sales to increase productivity and efficiency, protect the brand and intellectual property, and increase engagement and conversion rates. The Intelligent DAM is a perfect tool to maximize Content Intelligence's results.

For more information, visit [www.thron.com](http://www.thron.com).



# Content Intelligence

THRON Special Edition

**by Nicola Meneghello  
with Michelle Krasniak**

**for  
dummies®**  
A Wiley Brand

# Content Intelligence For Dummies®, THRON Special Edition

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# Introduction

In today's digital world, brands have become publishers. They produce and deliver all sorts of content to engage with audiences. In the fashion world, for example, magazines are becoming retailers, featuring personalized ads or landing pages for purchases. In turn, retailers are becoming influencers. The fashion company NET-A-PORTER creates content and has its own digital magazine, but even department store brands such as Macy's have a story to tell during the customer journey. Bloggers likewise are increasingly behaving like brands.

As a marketer, you have thousands of pieces of content to manage and deliver. They may be HTML pages, images, videos, photo galleries, or audio files. When you've delivered a piece of content, you need to analyze the data collected from it to understand how it performed among your audience.

Unfortunately, content challenges can exceed the resources you have available. Marketers may fear that the piles of content they are producing are damaging the brand and hurting the customer experience though they don't have the budget or the resources to stay ahead of the avalanche of content.

New software solutions can control and track which pages have been opened (and which have not), which videos have been watched (or not), and which photo galleries have been viewed (or not) — as well as the amount of time visitors stayed on a certain piece of content and the calls-to-action that they responded to.

Websites are even more “intelligent” now, and the same can be said for all other digital business channels. Technology is here to help marketers face the situation and gain more value from their content marketing activities.

# About This Book

The purpose of this book, *Content Intelligence for Dummies*, THRON Special Edition, is to help marketers, editors, brand managers, content strategists, and sales managers understand how to quickly activate Content Intelligence and take advantage of its benefits. Read through this book and learn some useful ways to convince your management that Content Intelligence is a worthwhile investment.

The book begins with “content chaos” and the need for brands to produce content to increase the sales pipeline. Next, we get into how *Content Intelligence*, which is simply artificial intelligence applied to content, helps brands manage and understand content usage so that they can collect strategic data to profile the audience.

After reading this book, you’ll know how to apply Content Intelligence to different areas of your company, and you’ll be able to teach your colleagues to do the same. You’ll streamline internal processes and make them more efficient.

## Foolish Assumptions

When writing this book, we made these assumptions:

- » When we talk about *content*, we mean HTML pages or multimedia content (a video, a photo, an audio file, a white paper, a presentation, or even a comment). Content is any digital object that contains information or has a message to communicate.
- » You are a marketing or sales professional or a C-level member of a company. You deal with content every day. You may be looking for a way to manage content or at least get the most benefit from its usage by your audience. You may, on the other hand, simply be interested in how content is used within your company.

- » You are interested in discovering how much your company can benefit from utilizing well-organized content.
- » You don't need to have deep technical competencies. We start from the basics and explain the technical terminology you need to know.

## Icons Used in This Book

Throughout this book, you find special icons to call attention to important information. Here's what to expect:



TIP

This icon is used for helpful suggestions and things you may find useful at some point.



REMEMBER

This icon is used when something is important to call your attention to and bears repeating.



WARNING

This icon is used when you should heed our advice to avoid potential pitfalls.



TECHNICAL  
STUFF

This icon identifies passages that provide a more technical explanation.



KPI

We use this icon to call out key performance indicators (KPIs). This information will help your management team measure how well Content Intelligence is working in your company.

## Where to Go from Here

If you don't know where you're going, Chapter 1 is a good place to start. However, if you see a particular topic that piques your interest, feel free to jump ahead to that chapter. Each chapter is written to stand on its own, so you can start reading anywhere and skip around as you see fit.



- » Understanding what Content Intelligence is
- » Learning Content Intelligence terminology
- » Avoiding threats to your content
- » Understanding the advantages of Content Intelligence

# Chapter 1

## Understanding the Basics of Content Intelligence

**C**ontent Intelligence (CI) helps companies increase sales conversion rates and control content chaos, thanks to the proactive support of artificial intelligence (AI) tools like natural language processing, convolutional neural networks, or image analysis applied to content.

In this chapter, we discuss Content Intelligence and how it helps you

- » **Increase productivity and efficiency inside your company.** Using Content Intelligence software helps you rationalize and establish order across all of your content. CI automates each step in the content life cycle, such as tagging. With CI, your company's departments can achieve greater agility.

- » **Protect brand consistency and intellectual property across your digital touchpoints and remove content duplication.** CI helps you collect coherent data and discover each prospect's interests in advance. You will then be able to define which calls-to-action are the most relevant for each customer.
- » **Boost engagement and conversions by measuring how your content marketing performs and consequently adapt your content production.** CI improves your content strategy and helps your editors produce the best next-generation content.



REMEMBER

These three topics are referred to as the *Content Intelligence benefits* throughout this book.

## UTILIZING CONTENT INTELLIGENCE TERMINOLOGY

**artificial intelligence (AI) training:** The process of refining artificial intelligence by aligning taxonomies to your content marketing strategy.

**behavioral engine:** An artificial intelligence feature that analyzes and understands the behavior of users in order to provide an accurate representation of their interests.

**buyer's journey:** The process buyers go through to discover, assess, and purchase a new product or service. The journey consists of three stages: awareness (buyers identify a problem or an opportunity), consideration (buyers consider solutions), and decision (buyers decide on a way to satisfy their needs).

**call-to-action (CTA):** A marketing conversion event that is the result of a user performing an action (for example, Register, Subscribe, Buy, or Contact Us).

**content:** The representation of something through a digital medium. Throughout the book we divide content into two types: HTML pages

and multimedia content (such as documents, images, videos, audio files, webinars, slideshows, brochures, PDFs, and multimedia galleries).

**content experience:** The way a user interacts with your content, taking into consideration the graphic layout and the user experience.

**Content Intelligence:** The analysis and extraction of strategic data from content usage with the help of artificial intelligence.

**content performance:** The ability to measure content's impact on the decision process of each buyer's journey.

**dynamic content:** A real-time, proactive approach that lets you suggest relevant content in line with each user's interests.

**intelligent content:** Content that has been enriched with tags and tracked by artificial intelligence engines (machines).

**machine learning:** The ability of an instrument to adapt to a certain context without the need for programming or human intervention.

**semantic engine and convolutional neural network:** Artificial intelligence tools that analyze and understand content, automatically classifying it to be exploitable by CI engines.

**single customer view:** A real-time representation of the content timeline and topics viewed by every customer in the buyer's journey.

**tag:** A keyword or phrase attached to a piece of content that assists in the online classification of the item it's attached to.

**topic taxonomy:** An organization of concepts that allows you to qualify content based on a certain criterion. In regard to CI, it is the set of concepts and tags that qualify content processed by CI software.

**topic taxonomy tree:** Structuring the topics of the taxonomy into a hierarchical organization, thereby structuring the order and dependency of the corresponding tags.

**rending topics:** Content topics that are most successful among users.

# Finding Common Ground and Getting People Involved

Historically, brands communicated in one direction and in a one-to-many manner. They have not always wanted, or been able, to understand the points of view of the customers they want to get in touch with. This is why they often missed the opportunity to adapt their content, processes and, ultimately, themselves to customers' real expectations. As a result, companies placed great value on the messages they sent out, while ignoring the potential value in the response from customers.

Today's brands are smarter. They know that being successful means finding common ground and getting people involved. Brand values and product information are easily shared among customers, leaving them free to decide if they want to take part in the conversation at all.

Understanding the true effects of what brands are communicating, though essential, has become increasingly complex. In particular, it is increasingly difficult to

- » Discover every prospect's interests in advance
- » Understand what calls-to-action best fit each customer
- » Measure content performance to boost engagement and conversions



REMEMBER

The purpose of intelligent content is to help brands understand customers' interests.

## Seeing the market as a conversation

In a conversation, listening and understanding how your words affect the other person is crucial to making yourself understood. Extracting the highest possible value from the interactions between a brand and its customers means fully understanding what those customers value. When you understand what is important to consumers, you can improve the digital experiences your brand offers, all the while increasing the effectiveness of your marketing and sales activities.

Telling a story with your content has become a strategic part of today's communication tools. Conversing with your audience and getting feedback directly from them can give you a competitive advantage.

Utilizing storytelling in your marketing activities is required in order to be effective at attracting and retaining a clearly defined audience. This is where *intelligent content* comes into play.

Making your content intelligent means you tag your company's content to assist in creating and distributing even more valuable, relevant, and consistent messages to the end-user. This capability helps you delve even further into discovering your customer's interests.

Content becomes responsive and returns useful information about the audience, making it possible to successfully drive customer behavior.

## **Determining if content is an opportunity or a threat**

By now it should be clear that content is one of the best opportunities brands have to grow their business and engage with more people by becoming their trusted reference point. People have come to expect companies and brands they're interested in to deliver relevant content.

Twenty years ago, producing a successful quarterly campaign was all marketing departments had to worry about. Now you have to create much more content in different, scalable formats, for many different channels, every day. Doing so exposes your content marketing strategies to two threats: content paradox and content chaos.

## **Handling content chaos**

Many brands find themselves in content chaos. Even those who plan a good content strategy at the beginning fail to follow through with it in the long term. The outcome is an unmanageable mass of undifferentiated content.

Content chaos is the result of three factors:

- » In the marketing department, each team works on its own to create the content for its delivery systems. For example, the email marketing team works for email marketing management, and the web design team works for web design management.
- » Teams optimize content for their own channel delivery. The organization has no cross-channel collaboration.
- » Content is left within the contents' stacks that host it, and it stays there without the possibility of being reused.



REMEMBER

Content chaos makes it harder to optimize content for omnichannel customer experiences.

If the goal is the optimal management of content repositories, brands have accomplished it already. But don't you agree that the goal is, instead, creating optimal customer experiences? If so, your brand shouldn't drown in a repository of content that you never use, simply because it isn't being managed properly.

When content isn't tagged or there is no clear-cut system for tagging, no person or system can analyze the material to understand what it is about and how it can be reused. This represents a big waste of resources.

## Choosing volume or quality in the content paradox

Marketers also face the content paradox, which is having to choose to either

- » Create a lot of content, or
- » Create less content but of a higher quality



REMEMBER

When brands don't reuse the old pieces of content and continue to create new stuff, the amount of content they have stored somewhere keeps growing. Added to that, creating content can become expensive — the more important the content becomes, the more of it you need, which costs more money.

Eventually, creating new content becomes cost prohibitive so companies start to look for less expensive content options, often sacrificing quality for quantity. This can significantly threaten the brand's image because of the lack of consistently high-quality material being put out to consumers. This problem is a paradox because neither the price nor the volume of content required will decrease. When this happens, the brand is stuck.



**WARNING**

Companies should be wary of content that is voluminous, inexpensive, and easy to come by.

## Helping marketers strategize

Marketing departments cannot face content threats alone because so many content channels are available and marketers have to make decisions in real time.

Although marketers are human beings with great intellectual potential, they lack the speed and precision of a robot. This is why they need technology to help with their content marketing. When you apply technology, in this case artificial intelligence, to content strategy and workflows, you tame content chaos and reduce the costs associated with creating and managing content.

AI does the “heavy lifting” of data collection, freeing marketers to intervene and make the important content decisions on the fly. AI is a helpful tool for marketers, but it obviously doesn't take the place of human engagement with the content.

# Understanding the Benefits of Content Intelligence

We mention the three benefits of Content Intelligence in the introduction of this chapter, but what exactly do they mean?

More and more companies are dealing online with thousands of pieces of content. Luckily, with Content Intelligence, marketers can utilize the technology of the semantic engine to classify them automatically. Content Intelligence software organizes and assigns tags to any type of content in order to make it searchable and trackable. The software “listens” to the voices, “looks” at the images, or “watches” the videos. In a few milliseconds, it can classify the content to make applying CI much easier.

This capability supports marketing departments in three ways:

- » CI provides an ordered archive that is easy for marketing personnel to refer to in the future.
- » CI collects strategic data generated by the content usage to support marketing teams' decision-making processes.
- » CI makes the jobs of editors, web masters, and content managers easier because it automatically organizes the content, while leaving open the option to intervene manually.

The following sections get into these ideas in more detail.

## Gaining control over content

Content Intelligence gives you more control over your content. When you utilize tags, you can organize and analyze all of your content automatically, which, in turn, scales content operations.



TIP

AI engines don't only understand the main topic of a document — they parse words, phrases, and any other available element, more so than humans can do on their own. They also

- » Accurately analyze content.
- » Analyze more content than humans can analyze, and in a shorter amount of time.
- » Improve the consistency of content tagging. If different people tag content themselves, chances are they will tag it in many different ways.

When you remove “human” limitations, you can overcome the crippling chaos that arises from having piles of disorganized content. Instead, you can focus on the most important marketing activities, such as strategizing and making decisions in real time.

## Reaching each persona with the right contents

You can send the right message to the right people when it will be most effective in getting them to perform an action. That action may be clicking through to your website, downloading an e-book, or making a purchase.

Content Intelligence allows you to optimize content for customer relevance in two ways:

- » You'll know what your audience wants and you'll be able to quickly present it to them by picking it up from your entire body of content.
- » AI can extend this optimization operation to all the content available. This means you can get more value out of *existing* and *old* content instead of letting it sit unused in content stacks while you produce new material.

## Automating content creation

Content Intelligence can shape and automate content creation because it learns and understands what customers liked and recognizes what's in the data repository. In this way, marketers and editors can structure a better content strategy and also reuse the content well.

CI analyzes content performance as well as the end-users' interests. This capability helps marketers in two additional ways:

- » It can provide inspiration, such as when an editor has to create new content.
- » When you send automated messages, you can tailor them to every single user.



REMEMBER

AI can be in charge of every aspect of Content Intelligence.

With Content Intelligence, marketers finally have the time and resources to focus on the data being collected. At last they have a way to analyze their audience and develop an effective content strategy.



- » Understanding Content Intelligence's positioning
- » Discovering common business scenarios
- » Learning to apply Content Intelligence
- » Measuring Content Intelligence's performance

## Chapter 2

# Applying Content Intelligence within Companies and Brands

**C**ontent Intelligence helps marketers control where photos, videos, audio files, and texts are delivered. At the same time, through tagging, it helps you understand which topic each piece of content deals with. In this way, Content Intelligence helps you gain precious data about your audience's interests. Content Intelligence solutions have become an invaluable digital assistant for marketers, helping them attain the three Content Intelligence benefits we present in Chapter 1.

In this chapter, we discuss the position of CI in the digital ecosystem and explore some business scenarios where CI would be useful. Finally, we show you how to measure the performance of your CI endeavors.

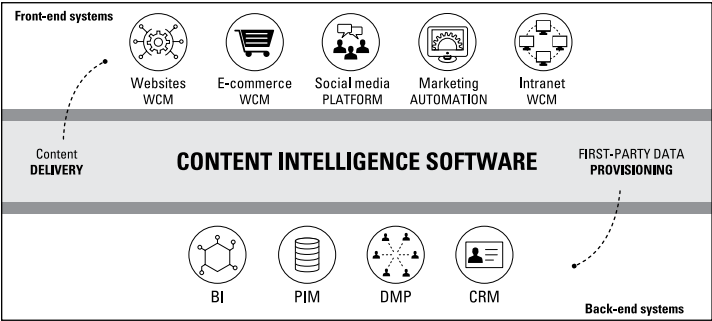
# Sharpening CI's Position in Your Company's Digital Ecosystem



Content Intelligence software is designed to integrate with all existing technologies within your company. It is positioned between your public-facing website (the front end) and the technology that is behind the scenes (the back end). It feeds the front end with content and provides the back end with the collected data about each person's interests.

CI occupies an important place at the center of your company's digital ecosystem. CI is the junction of all of your content processes: production, management, and analysis of how the content is used.

As a result, it is important that the Content Intelligence software be able to manage everything centrally, as shown in Figure 2-1, and at the same time be able to process the collected data. In this way, the software allows a continuous exchange between the company's data management and content management platforms.



**FIGURE 2-1:** CI software is the nexus of your content management.

## Taming Brand Fragmentation with Customer and Content Intelligence

The challenge for today's marketing managers is keeping the identity and the tone of voice of the brand consistent through all its digital channels and touchpoints so it's seamless for the end-user.

In many of today's companies, content is stored in different silos. For example, one type of content may be uploaded to Salesforce Pardot to use in emails but also in WordPress to be published in a blog post, in Adobe Experience Manager to be put on a website, and in SAP Hybris to appear on the e-commerce website. That can quickly turn into content chaos.

Here is where Content Intelligence software comes into play. It provides important insights about your audience and improves the efficiency of your content marketing. It also serves the needs of the sales and business development departments.

With CI software, you can dynamically adapt one type of content to any digital channel in real time. It can tell you where the content was published and who published it, as well as give you the ability to remove it, if necessary.



TIP

Removing duplicates and having just one type of content delivered across all your channels simplifies marketing operations and assures more control over that content.

When Content Intelligence is applied for brand consistency, it keeps the brand's tone of voice and messages consistent and aligned with your content strategy.



REMEMBER

Content Intelligence remembers every user's online path. You might decide not to show users something they have already seen. The software dynamically adjusts a web page as the users are viewing it, keeping it aligned with their interests.



KPI

Measure the amount of the time saved in updating a single piece of content across all touchpoints.

You can discover more here:

<http://bit.ly/TameBrandFragmentation>.

## Personalizing Website Experiences with Dynamic Content

The good news is that it's now possible to make users' multi-channel surfing a unique and consistent journey.

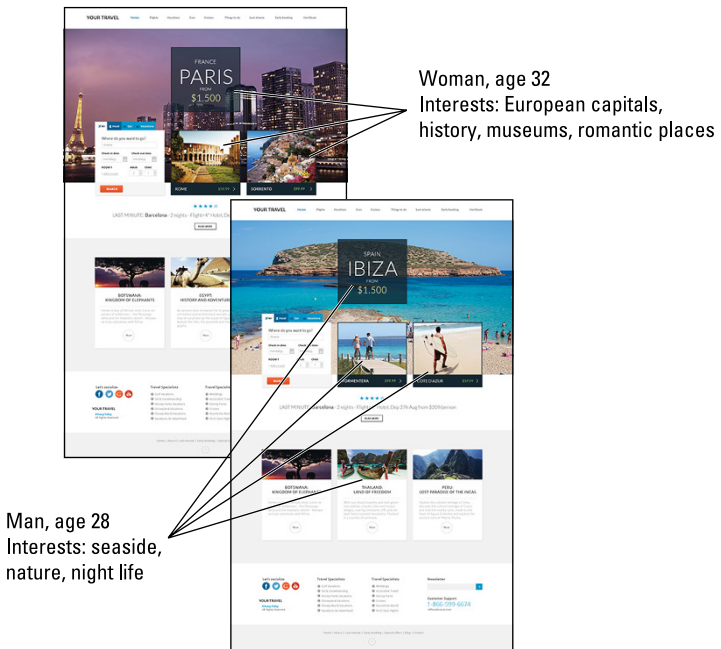
Thanks to support from artificial intelligence, Content Intelligence software studies the topics users are interested in by following their online behavior.



TIP

Good CI software doesn't just compare people's online behavior with that of other users with similar profiles and then calculate cross-channel data in real time. It also recommends specific content based on the single user's current interests.

In this way, HTML pages (website pages, landing pages, applications, and so on) can become personalized. Once a page has been visited, it starts suggesting additional articles, videos, and other follow-up material to make the customer experience complete and personalized, thereby increasing customer satisfaction and engagement. Moreover, if different users have different interests, the same website can appear completely different to each of them, like the websites shown in Figure 2-2.



**FIGURE 2-2:** The same website displays pages differently for each user.



KPI

Measure the click-through rate increase on recommended content.

Learn more here:

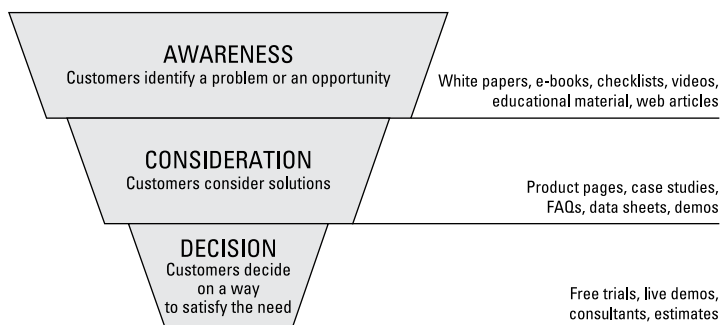
<http://bit.ly/PersonalizeCustomerExperience>.

# Increasing E-commerce Site Performance

Within your e-commerce site, two main types of product-related content exist:

- » **Product-specific content:** This includes product pictures, tech sheets, usage videos, and instructions. These items are typically used in e-commerce catalogs and in the final buying process.
- » **Product usage or product pairing content:** This is used to showcase products, such as brochures, testimonials using products, use cases, or expert reviews.

The best customer experience is when the user receives the appropriate content for every life cycle stage of the buyer's journey. This helps the buying decision, as shown in Figure 2-3.



**FIGURE 2-3:** Delivering content at the appropriate stage in the buying cycle.

So how does Content Intelligence help e-commerce? When it links to the whole digital experience, it doesn't leave users disappointed with the information provided, possibly causing them to leave the company's touchpoints to search elsewhere for more information. Ultimately, CI could prevent the potential customer from moving to the competition.

For example, say people visit an e-commerce page because they are interested in a product. They see some images, but there are no product sheets, instructional videos, or testimonials. They feel that without this information it is impossible to make a decision about whether or not to purchase, so they exit the e-commerce site to look for it on their own by using search engines.

The brand risks losing such customers because they exited its e-commerce site; they may encounter another brand and ultimately decide to purchase from the competition.

This is why it is essential that you nurture users with different types of essential information that they may need to make a purchasing decision. This helps prevent users from abandoning your e-commerce site before having made a purchasing decision.

With Content Intelligence:

- » Every website or application suggests product pages directly on the website, at precisely the right moment for each individual user.
- » Within the product page, users are supported with content suggestions to highlight every piece of useful information in order to make an informed decision and complete the buying process right away.
- » E-commerce stops being just a product catalogue and becomes a platform that offers a full engagement experience.

Content Intelligence unifies the taxonomies of content marketing and e-commerce in a unique language for the users.



KPI

Measure the increase in pages visited per session.

Discover more here:

<http://bit.ly/IncreaseEcommercePerformance>.

## Discovering Customer Interests in Advance to Enrich Your CRM

Let's forget about the Internet for a second and think about the example of a maître d' in your favorite restaurant.

An experienced maître d' does not offer steak to a customer he knows is a vegan. He remembers which customer likes to browse the wine menu, who does not drink, or who is happy with the house wine. A good maître d' can anticipate the customers' needs and improve the customer experience and retention.

The maître d' knows that mapping potential customer interactions and interpreting them creates an advantage for both the customer and the brand. It's the same with an online customer journey.



REMEMBER

In the buyer's journey, users tell a lot about themselves. They reveal their passions, interests, and wishes, as well as their expectations from the brand they are dealing with.

Content Intelligence can analyze and interpret the actions people take online — for example, which videos they watched, the types of news stories they read on the mobile app, and the products they looked for on an e-commerce website.

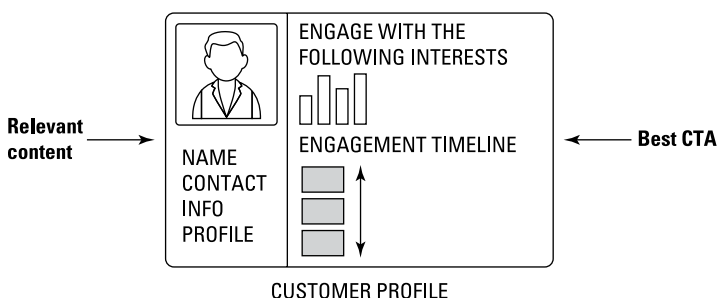
The wealth of data collected on these channels can now help the sales team know in advance the items that interest the client, as well as what he or she needs to see during the buyer's journey, as shown in Figure 2-4. Now the brand can propose personalized calls-to-action . . . just like a great maître d'.



TIP

Users are more likely to respond to a call-to-action if it is personalized and it addresses a specific interest of theirs.

You can provide strategic insights to the sales team by enriching the CRM process.



**FIGURE 2-4:** Determine effective calls-to-action based on the content a customer views.



KPI

Measure the increase in the percentage of CRM users that you know the interests of.

Learn more here: <http://bit.ly/EnrichCRMdata>.

# Increasing the Personalization of Marketing Automation Actions

Modern marketing automation tools are forced to use technical data to profile known and anonymous users. The data may include the user's IP address and country and whether the user is a recurring or new website visitor. This kind of information gives you the big picture, but it tells you little or nothing about each individual visitor.

Content Intelligence greatly improves marketing automation capabilities by adding information about visitors' interests to the application. Users who come from the same country, use the same device, and have similar viewing frequencies can be clearly differentiated and targeted in a personalized way by leveraging data about their interests, even if this is the first time they have seen the content in question.

Content Intelligence allows the use of semantic information to classify both visitors and content, which has an important impact on marketing automation tools.

In fact, classic marketing automation tools provide a set of rules to trigger actions that engage customers. For example, recurring visitors who come from a particular page and spend more than ten seconds on this page will be shown a particular call-to-action. Every time new content is published on the site, for example on the blog, most or all of the marketing automation rules must be updated to include the new content. These tools can be powerful, but the manual intervention required is expensive and cumbersome.



REMEMBER

Instead, Content Intelligence allows you to personalize marketing automation's triggers, basing them also on semantic meaning. For example, a recurring visitor interested in certain topics, collected from videos, pages, and photo galleries viewed, sees a particular call-to-action based on his or her personal interests.

In this way, every new piece of content automatically updates triggers with no human intervention required.



KPI

Measure the increase in the number of returning visitors (RV) who consume website content.

Learn more here:

<http://bit.ly/IncreaseMarketingAutomationPersonalization>.

## Personalizing Email Content

Modern marketing automation tools have workflows or features that organize and automatically send personalized emails.

When we talk about *personalized emails*, we mean email messages in which the content included depends on the user's interests. These interests are determined by analyzing the types of content the user has seen on various communication channels.

Thanks to this approach, a marketing automation tool's workflow can be programmed to consult the CI behavioral engine on a daily basis, allowing it to learn, over time, which topics are relevant in the moment to every customer. Here are the ways in which a CI engine is activated:

- » **Manual operation:** With this option you have more control, the engine can be activated faster, and the editorial team decides which messages are the most relevant to send to each potential customer. For example, you can decide to send a follow-up email about a particular topic, or information about a promotion that includes a personalized call-to-action to push a purchase.
- » **Automatic operation:** This is an option for an experienced marketing team. The content can be chosen directly by the Content Intelligence software.

To sum up:

- » Content Intelligence determines the interests of every user in a particular moment.

- » Marketing automation software consults the Content Intelligence engine to synchronize the profile of every contact and updates his or her interests as appropriate.
- » Every user receives a personalized email (either a single message or a weekly digest). The email adheres to the editorial rules set in the marketing automation tool or the choice made by the CI recommendation engine.
- » You can follow the “good marketer rule,” which is to send each user the right content, in the right moment, at the right place, and not something that looks like spam.



KPI

Measure the increase in the number of returning visitors (RV) who consume website content.

## Engaging the Unknown Social Media Audience

Connecting social networks to your Content Intelligence system is a great opportunity for your brand because

- » They become places to have daily interaction with users. Social media is different from websites or e-commerce sites because on the latter, consumers come for a specific reason, such as when they are interested in a particular topic or a product of yours.
- » On social media, two groups of target users are interested in your brand:
  - Followers
  - Potential followers who, for the moment, are “ignoring” the brand

CI can profile every user, including the unknown ones. Imagine, for example, that a company promotes premium content on social networks. When a user in the target audience sees the post and clicks the download button to get the content, CI communicates between the download page and the social media network to track the contact and make it recognizable to the CI software. Even if

the company still doesn't know this person, because he or she hasn't purchased anything yet, CI can start suggesting personalized content.



**TIP**

Content Intelligence helps you link your social media platforms with your content strategy, lead generation, and the nurturing process.



**KPI**

Measure the increase in the percentage of returning visitors profiled by the social campaign.

Learn more here: <http://bit.ly/EngageSocialMediaAudience>.

## Empowering Content Strategy and Analysis

It would be great if you, as a marketer, had a way to know which topics your audience is interested in. You could then focus your efforts on writing articles that your audience would appreciate. You would know which photos and videos to publish and be sure of earning a lot of views and likes. By concentrating on the topics that appeal to your audience, you would optimize your resources and make the best use of your personal effort.

Content Intelligence can help you improve your content strategy because by tagging content, you can collect information about the interests of potential customers, even the anonymous ones. In this way, CI tells you in advance which content to show to them in future interactions.

Your content strategy will improve because:

- » You will know which content (images or videos, for example) brings more people into your online store.
- » You can measure content performance and understand which topics and formats influence the most conversions, also taking into consideration the interests collected for each user and on which channel the content was seen. You will be able to personalize the content for everyone.
- » You will avoid the mistake of showing content that your audience has already seen.

- » You will increase your content's value and return on investment (ROI) by transforming content into information that is useful for the sales team by
  - Always sending the most appropriate calls-to-action, both through email marketing and direct contact with a sales person
  - Immediately recognizing the interests of the users so their buyer journey doesn't restart from the beginning every time
  - Helping the sales team understand where a user is in the buyer's journey. Which stage of the decision process is the visitor in? Is he at the awareness level? Is she considering making a purchase?
- » You will have ongoing insight into trending topics. This information will help you manage content and redefine your go-to-market strategies.
- » Marketers will be savvier about what truly persuades customers.



KPI

Measure the topic's and content's incidence rate on a specific conversion.

Learn more here: <http://bit.ly/EmpowerContentStrategy>.

#### IN THIS CHAPTER

- » Determining where Content Intelligence can fall short
- » Avoiding overlap with existing systems
- » Learning how to organize and tag different kinds of content
- » Remembering that evolutionary change takes time

## Chapter 3

# Understanding When Content Intelligence Can Fall Short

In order to be a good Content Intelligence manager, you need to know the benefits of CI and how it enhances companies' internal processes and roles. It's also important to know what can threaten CI, leading to negative results.

In this chapter, we share some useful tips to help you apply CI in the right way and integrate content data with the existing platforms your company owns. By following these procedures, you can avoid avoiding dangerous and useless overlap and confusion.

## Tagging Based on Inconsistent Taxonomy

To get the best results from Content Intelligence, you have to be consistent with content tagging. Oftentimes within a company, the tagging process follows different rules depending on the department or external agency. What's even worse is if the company has no rules to follow. In both cases, the result is chaotic tagging.

The most common cause of chaotic tagging is that the company doesn't have a unique and official taxonomy to follow. Busy marketing departments often don't have the time to determine and finalize an official taxonomy.

More specifically, the causes of chaotic tagging are:

- » **Content duplication:** This takes place when two identical pieces of content are used on more than one channel and tagged differently. An example of this is when an image is used in two different front-end systems.
- » **Different content formats:** This happens when pieces of content on the same topic are delivered on different platforms and are tagged in different ways. Examples of different platforms are spreadsheets, e-commerce sites, and videos.

## AN EXAMPLE OF CHAOTIC TAGGING

Imagine a travel company with a variety of content about the same topic, delivered on different touchpoints:

- **Multimedia content available on an e-commerce page:** The content is *RomeColosseumTour.mpeg* (a 4k resolution video), and it is not tagged.
- **Landing page of online websites:** The page is about a trip to Rome that the travel company offers. An internal editor tagged it as "Historical Tours."
- **Image on a mobile app for a last-minute promotion:** The app requires *Colosseum\_small.jpg* (a 128x128 square thumbnail), which an external editor tagged as "Lastminute."

The aggregate customer view information (often referred as a "single customer view") of the user who has seen that content may seem unclear or even contradictory, even if the content contains relevant information. Now, imagine if he or she looks at tens or hundreds of pieces of content tagged in a chaotic way! You won't be able to understand the user's interests and you won't know what to offer her or him.

» **Inconsistency among editors:** Sometimes editors do not use the same taxonomy to tag content. For example, an internal editor may tag the content one way, and an external agency's editor may use a different taxonomy.

The more correct your tagging is, the more relevant the insights given by the CI software will be. Figure 3-1 shows a single customer view created by a travel agency's Content Intelligence software. The "tag cloud" on the right side of the screen provides insights into the current interests of one person, Kate Parker. Below that, the CI software suggests topics and content that might interest her.

## AN EXAMPLE OF CORRECT TAGGING

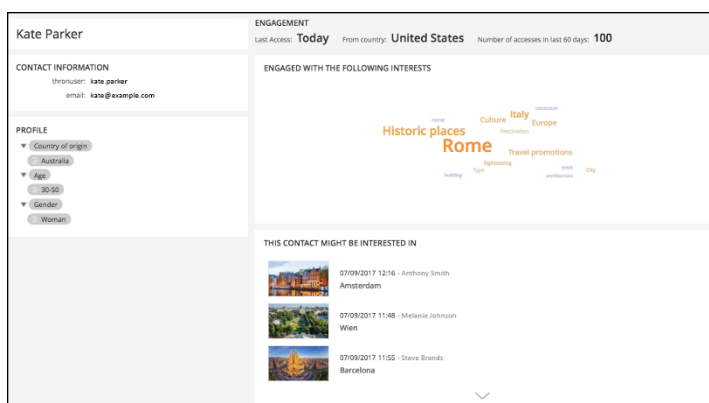
Consider how the same travel company can correctly tag its content:

- **Multimedia content available on an e-commerce page:** The content is *RomeColosseumTour.mpeg* (a 4k resolution video) and is tagged as "Historical tour, Colosseum."
- **Landing page of online websites:** The page is about a trip to Rome that the travel company offers. It is tagged as "Historical tour, Rome."
- **Image on a mobile app for a last-minute promotion:** The app requires *Colosseum\_small.jpg* (a 128x128 square thumbnail), tagged as "Rome, Historical tour, Lastminute offer."

When a user looks at these items, the single customer view information will be coherent and will tell you that this user

- Is interested in trips and tours to historic places
- Is especially interested in Rome
- Appreciates receiving last-minute travel promotions

You then have enough information to start personalized marketing automation activities toward this user and send him or her relevant content and CTAs.



**FIGURE 3-1:** A single customer view created by CI software.

The takeaway is clear: It is essential that Content Intelligence software be able to

- » Assume that there is a unique taxonomy, periodically updated. The taxonomy must be in line with the editorial strategy and needs and must be able to change over time.
- » Apply that taxonomy to every type of content, regardless of what format it is in or on which technology platform it is housed.
- » Prevent the duplication of content across digital channels, thereby avoiding inconsistent tagging.



**WARNING**

Many times, multimedia content (photos or videos, for example) is ignored and only HTML pages are tagged. This is not a good practice because multimedia is interesting content that provides the most data.

Tags should be coherent but also relevant: It is better to use fewer, but highly relevant, tags. For example, a photo, a video, and an HTML page about “Sightseeing Trip in Rome” should not have tags such as “European capitals” because this category is too general.



**TIP**

The various editorial departments of your company should meet periodically with the Content Intelligence manager to verify that their work is in line with the company’s general guidelines and taxonomy.

# Confusing CI with Business Intelligence and Advanced Analytics Data

Advanced analytics, business intelligence, social media listening, big data analysis — it's terminology you likely know well. Sometimes, because of the many technologies and tools the marketplace offers, it isn't easy to understand the differences among these concepts. Lack of clarity about these terms can slow the process of leveraging the data collected by CI, which means sharply reducing the content's overall performance.

To make sure you start from a common understanding, here are the definitions of a few key concepts:

- » **Advanced analytics:** The autonomous or semi-autonomous examination of data collected from audience web surfing to discover deeper insights and make predictions. Useful for marketers.
- » **Business intelligence:** The applications, infrastructure, and tools that enable access to and analysis of information, collected from production and business processes, to improve and optimize decisions and performance. Useful for business decision makers.
- » **Content Intelligence:** The systems and software that collect data from content to discover customers' interests and obtain actionable insights for content strategy. Useful for marketers and sales people.

Advanced analytics tools can cross-check data on website activity (for example, the number of website views, pages viewed, average time on page, and bounce rate) and segmentation data collected in the customer relationship management (CRM) software. This process creates behavior and surfing profiles for every audience segment.

Business intelligence focuses on processing the transactional data of the purchase or after the purchase. It also cross-checks data collected by advanced analytics and can provide metrics and strategic insights into buyer behavior. This data can be helpful for management when your company is making predictions about purchases, organizational changes, improvement of the production flow, and efficiency.

This is where Content Intelligence comes into play. CI brings you data about a person's interests by analyzing content topic usage.

You will be able to understand what this user has done *before* entering one of your touchpoints or what that person has done *before* coming back for a second time. Eventually, CI will integrate with the advanced analytics and the business intelligence platforms, and they will complement each other.



REMEMBER

Content Intelligence adds entirely new qualitative data to the quantitative data that you already have. It tells you about customer interests derived from analyzing the content the user views, and consequently, which content influences the conversion process.

## Dealing with AI Engines That Lack Product Information

Most Content Intelligence software relies on a pre-built taxonomy tree to classify topics. For example, when shown a web page, the CI software “reads” the text (by understanding phrase structure) and identifies keywords that describe the topic of each sentence. Then it finds the taxonomy's most fitting pre-built topic class that includes most of those keywords.



TIP

Instead, effective Content Intelligence software must provide a bespoke analysis. Semantic analysis and image recognition must extract the main keywords describing all the concepts that are being discussed in the content and map them to the business-specific taxonomy. Every business requires a unique set of classifications because the default classifications are either too generic or too broad to be practical.

An example of AI being applied to classify content in a relevant way is product recognition. An AI engine can be trained to find a company's product, understand each model, and automatically link the product page with content information coming from the product information management (PIM) or enterprise resource planning (ERP).

Eventually, the Content Intelligence engine learns to recognize and assign increasingly relevant and business-specific topics,

recognize your products, and relate content to the decision stage of the buyer's journey. The results are that

- » Editors spend less time on content tagging.
- » You gain more consistent data.

## Lacking a Content Intelligence Manager across Departments

Content Intelligence brings benefits to many departments and colleagues within your company. It's a great opportunity to remove data silos from your organization. In many companies, departments work with processes that are quite different, which means they have few opportunities to work together on a common basis. Without a Content Intelligence manager you can't bring your departments together to work cooperatively.



REMEMBER

CI will succeed only if you have an “owner” to make it all possible. Without that person, your company will find it difficult to follow a consistent process and leverage the data derived from intelligent content.

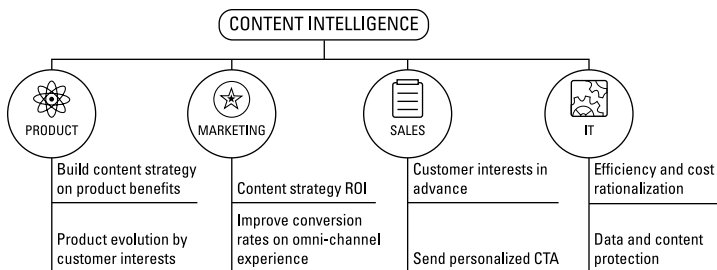
Content Intelligence is an extraordinary opportunity because it enables the various departments of your company to communicate with each other. A company that uses CI software naturally moves toward a common taxonomy. Data collected by the different departments can be aggregated to provide a comprehensive vision of how they contribute to achieving the company's objectives.

Figure 3-2 shows why Content Intelligence is a strategic way to strengthen the links among the different people and roles in your company. By working together in this way, your departments create a solid foundation on which to develop products and build good relationships with customers.



REMEMBER

To help every team benefit from CI, the Content Intelligence manager has to ensure continuity across the project and nurture the development and organization of the processes.



**FIGURE 3-2:** Strengthening links across the company.



**TIP**

Take care to properly organize the different phases, focus on metrics and KPIs to collect data, and periodically share the results of your actions with the entire company.

The next three sections highlight three periodic maintenance activities that the Content Intelligence manager must carry out. These activities are essential to guarantee CI success.

## Managing siloed data results and a lack of sharing



**TIP**

Talk with the different stakeholders in the company and define the goals they have for Content Intelligence. Show them how to measure the performance of the CI software and AI engines and get them used to analyzing and leveraging data. Finally, help them figure out what needs improvement if the results don't meet their expectations.

Deleting data silos and helping stakeholders become more open-minded are the trademarks of a great company. This is why the role of Content Intelligence manager is so crucial to your organization. When you implement and use CI correctly, your company can avoid silos and speed decision making.

## Handling AI engines that aren't periodically maintained

Behavioral analysis engines and artificial intelligence engines are great technological innovations because you do not need a scientific background to be able to benefit from them.

Monitoring and assisting the training of the engine is one of the Content Intelligence manager's occasional responsibilities. It takes only a little time each month but is an important task.



REMEMBER

It is essential to periodically verify if your AI engines learn your classification system over time, or if they work from general definitions. This means you should

- » Merge duplicated tags.
- » Link and compare your editors' tags and your AI's tags and merge them if necessary.
- » Keep the taxonomy in order.

## Proceeding when trackers haven't been inserted



WARNING

No trackers means no data!

When your company adopts new technology, you're understandably busy. Don't let the demands on your time distract you from the importance of Content Intelligence.



TECHNICAL  
STUFF

Work with your colleagues in the digital and IT departments to periodically verify that CI trackers are configured and working properly. Otherwise, your company will miss out on important data because CI won't analyze your content.

You should periodically verify

- » **HTML page trackers:** These monitor website pages and landing pages viewed.
- » **Multimedia content trackers:** These monitor views of videos, images, or documents, for example.
- » **Call-to-action trackers:** These monitor user activities such as downloading a white paper, watching a video, or subscribing to a newsletter.

If your trackers are working properly, you should be able to combine data coming from the different trackers to understand how content led a user to move toward responding to a call-to-action.

# Dealing with the Inability to Change Taxonomy on the Fly

Marketing departments can be incredibly busy. Your priorities may change quickly, and you may not have time to tag content. Maybe you've launched a new website and you don't want to miss out on the data CI can provide you. Don't worry, because good CI software lets you start tagging immediately, or any time after the website is online. You can even analyze all the data collected since the launch and retroactively apply your taxonomy to it.

Another important aspect is that taxonomy changes over time, according to the evolution of the product and the content strategy that is active in that moment. Tagging content should be a dynamic activity, able to adapt itself periodically. The Content Intelligence software you choose must be able to adjust taxonomies against changing road maps and strategies, over time, without losing data.

For example, you may create a new product category. If the current category is "televisions," you might add the category "Internet TV."

Sometimes a new topic comes into the spotlight and makes your storytelling topics change a bit. For example, you might change the topic from "travels to Samarkand" to "travels in the Middle East." When this happens, Content Intelligence software must be able to update the existing data collected in the past according to the up-to-date taxonomy. This capability allows the marketing, sales, and production departments to have the most up-to-date data.

No one needs to change the tags of the existing content manually because the Content Intelligence software handles the changes for you.



REMEMBER

Make sure your CI software can adapt the taxonomy retroactively, applying it to all data collected until that moment, without losing any information.

#### IN THIS CHAPTER

- » Determining the role of content in your organization
- » Defining the content life cycle and delegating tasks
- » Connecting all digital channels to the Content Intelligence software
- » Measuring results and sharing progress

# Chapter 4

## Activating Content Intelligence in Your Business

Content Intelligence helps your company obtain the three benefits introduced in Chapter 1:

- » **Increase productivity and efficiency inside your company.**  
Using Content Intelligence software helps you rationalize and create order across all of your content. CI automates each step in the content life cycle, such as tagging. With CI, your company's departments can achieve greater agility.
- » **Protect brand and intellectual property across your digital touchpoints and remove content duplication.**  
CI helps you collect coherent data and discover each prospect's interests in advance. You will then be able to define which calls-to-action are the most relevant for each customer.

» **Boost engagement and conversions by measuring how your content marketing performs and consequently adapt your content production.** CI improves your content strategy and helps editors produce the best next-generation content.

In this chapter, we delve into the steps to take to achieve those benefits. By following these steps, you can make your content intelligent and deliver measurable results to your management team.

## Preparation Activities: Understanding the Role of Intelligent Content

In this section, we clue you in to the role of intelligent content in your marketing strategy, and then we offer some recommended guidelines for establishing your CI strategy.

By using content, marketers can discover the interests of every *persona* (target customer). This knowledge is exploited through *content topics*.

This is why content has an important strategic role in modern companies. You can use topics to discover customer interests without relying on third-party data, which means saving money and improving data quality. However, the key to ensuring successful content strategies is that your content must be intelligent.



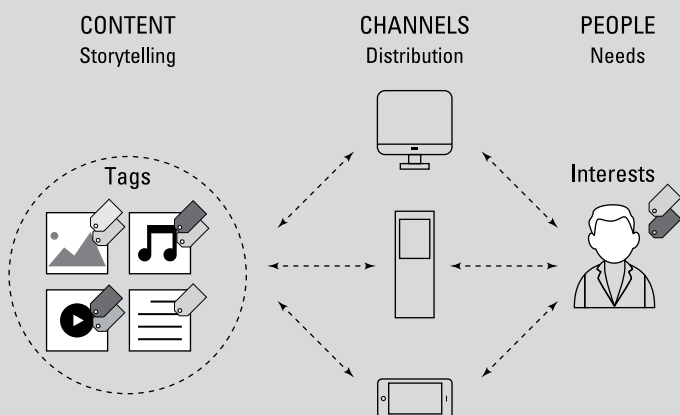
REMEMBER

Customers' pain points, needs, and wants are the key points of intelligent content. The main goal is to attract an audience and generate qualified leads to improve conversion rates and increase sales across multiple touchpoints.

## CONTENT TOPICS = USER INTERESTS

Customers spend time online on different channels (websites, blogs, social networks, or e-commerce sites). Typically, such activity consists of collecting information in order to solve a problem or to choose the best product to buy. People collect this information by visiting content. By doing so, they tell a lot about themselves, the problems they have to solve, and the products they're considering buying.

Therefore, the new challenge of marketing departments is to change their point of view from a customer-centric perspective toward a content-centric one. If you tag your content correctly, you'll have the key to understanding people's interests.



## Driving the CI Process across the Entire Content Life Cycle

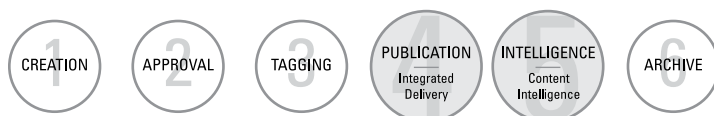


**TIP**

Applying Content Intelligence will help make you a more efficient communicator both within the company and with your customers.

The transition to implementing Content Intelligence may seem complicated and difficult. The truth is, however, you won't have to drastically change your existing workflow. Instead, all you need to do is incorporate CI into what you're already doing.

The first thing to do is identify the steps that constitute the content life cycle, shown in Figure 4-1. The content life cycle is made up of every step you take to create and publish content, as well as every other action that takes place between these steps.



**FIGURE 4-1:** The steps that make up the content life cycle.

The steps are:

1. **Creation:** This step begins when you decide the final goal and the target of the content. At this stage, it is important to identify the topics that you plan to incorporate into the content. These topics will be reflected by the tags you will add in Step 3.
2. **Approval:** Once you have created the content, ensure you have acquired approvals from all appropriate levels of management.
3. **Tagging:** Once the content has been approved, add tags to enrich the content. Doing this with Content Intelligence software simplifies the actions taken by the AI engines, editors, and by PIM systems. Tags should be consistent with the guidelines decided upon in the Creation phase.



**WARNING**

Make clear which team members have authority to change approved tags and make sure they do so, when necessary. Otherwise, you might spend a lot of time trying to figure out who changed a tag. To avoid this problem, make sure your CI software includes an audit feature that lets the platform administrators know who performs which actions. In this way, you can make teams accountable.

4. **Publication:** Once content has been published, Content Intelligence consistently collects useful data because it removes duplicate content and provides a centralized repository to serve multiple touchpoints.
5. **Intelligence:** Thanks to the screening performed by AI engines, you can obtain first-party data about your users' interests to verify content performance and enhance each user's profile. These are important processes that improve the content you provide your customers.

- 6. Archive:** Recording data is essential. When content is out of date — for example, when it discusses products that are no longer available — it shouldn't be in circulation. However, this content and the data related to it can be useful when creating future content.



REMEMBER

Content and taxonomies don't have to be separated. "Old" content can be archived but shouldn't be deleted from the Content Intelligence software, because you would lose all the data that content contains.



TIP

Keep track of the time used to create or commission a piece of content. In addition, record how long it takes to be enriched by AI engines, editors, or product information management (PIM). Then compare this data with the time and effort required if you use good Content Intelligence software.

## Benefit One: Increasing Productivity and Efficiency

By now, you've learned how important it is to manage the entire life cycle of content and understand how it has been used by customers. However, you can't achieve this benefit if your company suffers from content chaos. The problem can spread easily because marketing departments manage large amounts of content on different channels and frequently have to make real-time decisions.

Marketers are responsible for the steps of the content life cycle, but these activities can slow down if the team is not well organized or if a new priority arises. Thanks to artificial intelligence, Content Intelligence software can perform many of these operations automatically, reducing what the team has to do and letting them focus on more strategic activities that require their intellectual talents.

Content Intelligence increases productivity and efficiency within your company. It lets you gain complete control over your content's life cycle because AI engines tag content, putting it in order and preventing content chaos.

The next few sections offer some things for you to consider when putting the first Content Intelligence benefit into practice.



Measure and compare the time spent on the content production process by various departments and agencies before and after the application of Content Intelligence.

## Organizing a team and assigning roles

The players involved in the content life cycle can typically be grouped into the three categories shown in Table 4-1.

**TABLE 4-1** Team members and roles

CI Role	Functions	Typical Profile
<b>Content user</b>	Every internal or external stakeholder who has access rights to the CI software and uses content in multiple contexts. For example, downloading a brochure, embedding a video, or linking a photo.	A peripheral marketing department, product dealer, press agency, or business partner.
<b>Content editor</b>	A content user with the need to create new content. This person takes part in the company's approval workflow and the enrichment phase of the content's production (through use of tags).	An editor or content creator
<b>Content Intelligence manager</b>	The main person who utilizes the CI software. This person has multiple roles: <ul style="list-style-type: none"><li>• Define and maintain the topic taxonomy</li><li>• Organize the contributor's workflow</li><li>• Decide how and when content is approved and tagged</li><li>• Periodically check platform settings and data quality</li><li>• Continuously analyze data collected and share the results</li></ul>	A content marketing manager, digital manager, marketing manager, or analyst



You need Content Intelligence software that lets you manage all users' roles.

## Designing the CI workflow and approval process

It is important to streamline the content creation process and decide quickly and effectively what access rights the roles and actors will have. Here's an example to help you understand how to design and easily implement a workflow's creation and application process.

We advise you to start with a simple workflow and then allow it to evolve little by little. Over time you may want to make the process more complex and structured, so as to allow all stakeholders to work in an orderly and controlled way. See Table 4-2 for a typical workflow.

**TABLE 4-2** A typical workflow

Step of the workflow	Meaning	Users involved (read, write, share)
In progress	The content has been planned and people can collaborate on creating and editing it.	Content editors
To be approved	The content is completed. It is ready to be evaluated by the stakeholders.	The people in charge review the content and evaluate whether or not it is ready to be used in the funnel. If it is ready, they move it forward to the next step. Otherwise, they send it back to editors.
Approved, to be tagged	The content has been approved. The Content Intelligence manager can now tag it appropriately.	Content Intelligence managers tag the content according to its stage in the funnel of the buyer's journey (Awareness, Consideration, or Decision stage).
Complete	Once the content has been approved and tagged, it is ready to be published. From here, it can be picked up and published in the appropriate channels.	The Content Intelligence manager (or CI software) moves content from this stage to any channel (website, blog, or social media platforms).

CI software can let you automate your workflows. With CI, in some particular cases, publication on your digital touchpoints can be automatic.

## Creating a topic taxonomy

An appropriate taxonomy is essential to gain consistent data with CI. Tags, the most basic elements of a taxonomy, are fundamental to collecting customers' interest data and to measuring the results of your content marketing strategy.

We recommend that you begin with a clear definition of a starting taxonomy (you will be able to change it later).



TIP

A good way to build your topic taxonomy is to consider which stage of the buyer's journey a piece of content corresponds to.

The three stages in the buyer's journey are awareness, consideration, and decision, and every piece of content usually corresponds to one of these stages. Each content item has a precise goal: creating awareness about something, bringing the user to consider a certain topic and related products, and leading the user to buy one or more of those products.

You can start with a small, simple topic taxonomy. To begin, draw inspiration from the buyer's journey steps and define which are the topics your company wants to deal with. Then, just tag your content to match those topics.

For example, here's the starting taxonomy of an automotive company. It is just a group of tags, all together without distinctions.

CO2 emissions, comfort, security, car child lock, steering wheel lock, hybrid fuel technology, station wagon, city car, crossover SUV, sedan, Ambra car, Delorean car, Herbie car.

Next, you can improve your taxonomy's structure by creating a *taxonomy tree*. This structural device defines relationships among your topics. Deeper levels of the tree identify sub-points within the more general concepts at higher levels of the tree. Using a taxonomy tree provides these benefits:

- » The time required for tagging is reduced. Thanks to the dependency-relation in the taxonomy tree, if you select a major tag, the result is the same as if you had selected all of its sub-tags.

- » Data collected by the CI is more complete.
- » You will identify a user's location in the buyer's journey more easily and accurately.

Methods for creating a topic taxonomy tree vary, depending on whether or not you have an e-commerce site. With an e-commerce site, the procedure is slightly different because the e-commerce software requests additional details about your product categories. The next two sections explain how to create your topic taxonomy tree with, or without, an e-commerce site.

## Defining the topic taxonomy tree (if you don't have an e-commerce site)

As we discuss in the previous section, it's useful to build your topic taxonomy tree considering which stage of the buyer's journey content corresponds to.

That's why we suggest that you organize your taxonomy tree against the following three categories that refer to the three stages of the buyer's journey:

- » **Customer interests:** These tags usually describe what topics or keywords users look for when they're in the *awareness* stage.
- » **Company topics:** These tags usually describe a more business-oriented aggregation of customer interests. They are based on the main company topics that appeal to customers when they're in the *consideration* stage.
- » **Product categories:** These tags usually describe a product or a service that can be bought. This category corresponds to the *decision* process.



TIP

Thanks to Content Intelligence, if you structure the tags in this way, you will have a good knowledge of each user's interests.

For example, here's how a company that produces organic, hand-made snacks and creates content to convince people to buy its products might set up its taxonomy. The company does not have an e-commerce site.

### » Customer Interests

- breakfast products
- healthy food
  - *palm-oil free*
  - *whole grain*
- energy snacks

### » Company Topics

- hand-made
  - *mixtures*
  - *biscuits*
- super vitaminic
- nutritional harmony

### » Product Categories

- LittleStar Biscuits
- Magic Cookies
- Biocookies
- Happy Breakfast Cereals
- 5 Cereals and Chock

The categories and their names may vary from these because you should adapt them to your brand. Just remember that tags with the same meaning (or referring to the same concept for your business) should never be duplicated.



TIP

If you want to improve your understanding of how to create a taxonomy and tag content, visit this link:

<http://bit.ly/CreateYourCompanyTaxonomy>.

## Defining the topic taxonomy tree (if you have an e-commerce site)

As in the two preceding cases, if your company has an e-commerce site, a good practice is to build your topic taxonomy tree by considering which stage of the buyer's journey each piece of content corresponds to.

However, if you have an e-commerce site, you must add more levels of detail to the product information. We suggest you organize the taxonomy tree according to these five categories:

- » **Customer interests:** These tags usually describe what topics or keywords users look for when they're in the *awareness* stage.
- » **Company topics:** These tags usually describe a more business-oriented aggregation of customer interests. These tags are based on the main company topics appealing to customers when they're in the *consideration* stage.
- » **Product categories:** This is the primary way to group products with similar features. You can also add subcategories. These tags usually describe a product or service that can be bought.  
  
This category and the next two correspond to content made for the *decision* stage.
- » **Product brands:** These tags represent the brands that are present in your product catalog.
- » **Product features:** These characteristics mark each product and help boost its appeal to potential buyers. They might be used to formulate a product marketing strategy that highlights the usefulness of a specific product to targeted potential consumers.



TIP

Thanks to Content Intelligence, if you structure tags in this way, you will not only have a good knowledge of each user's interests; you will also ensure consistency between the content marketing and e-commerce worlds. This will help you collect consistent data.

Suppose your e-commerce website sells sporting clothes of different brands. Here's how you might set up the taxonomy.

#### » Customer Interests

- athletics
- basketball
- soccer
- running

## »» Company Topics

- Comfort
- Performance
- High-quality materials
  - *Durability*
  - *Resistance*

## »» Product Categories

- T-shirts
- Pants
- Shoes
  - *Sneakers*
  - *With shoelaces*
  - *Without shoelaces*

## »» Product Brands

- Brand A
- Brand B
- Brand C

## »» Product Features

- Waterproof
- Breathable
- Fitted
- Lightweight

The categories and their names may vary from these because you should adapt them to your brand. Just remember that tags with the same meaning (or referring to the same concept for your business) should never be duplicated.



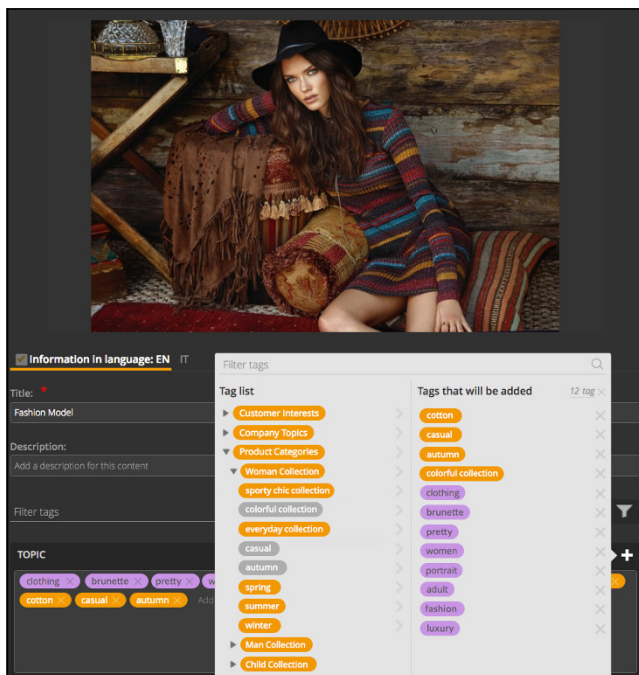
TIP

If you want to improve your understanding on how to create your taxonomy and tag content, and also to connect the e-commerce products SKU to the content, visit this link: <http://bit.ly/CreateYourCompanyTaxonomy>.

## Applying taxonomies to content

Content Intelligence software lets you apply tags to content (HTML pages and multimedia content). This capability is essential to tracking your users' content usage.

Editors can also remove tags applied by semantic engines if they decide those tags are not appropriate. Figure 4-2 shows a tagged image and the topic taxonomy tree from which the tags were taken.



**FIGURE 4-2:** Image tagging inside CI software, and a fashion company's topic taxonomy tree.

When you have developed your topic taxonomy tree, a good guideline is to apply to the content the tags included in the category of the relative buyer's journey stage and, at most, the previous stage. For example, when you have content that corresponds to the awareness stage, it should be tagged with customer interests tags. Instead, say you don't have an e-commerce site; content that supports buying decisions should have tags related to product categories and possibly to company topics.

Here's why: Each piece of content that you create is aimed at a particular stage of the buyer's journey. Once you've tagged that content, it will tell you accurately where the user who views it is in his or her buyer's journey.



REMEMBER

Tagging content with CI also helps when you need to search for content inside the CI software and to understand where it is being used.

## Benefit Two: Protecting Brand Consistency and Intellectual Property

Another challenge for marketing managers is making the brand and its messages consistent through all of your channels and digital touchpoints. Most of the time, content (more specifically multimedia content) is duplicated and uploaded on different platforms — for example, an e-commerce platform and a website platform.

The second benefit of CI is that it helps you determine which content is published on which of the company's touchpoints (and who published it), eliminating confusion and giving you the opportunity to keep an eye on how content is being used.



TIP

This means you can ensure maximum protection of the content that your marketing department distributes on multiple digital channels and increase brand consistency.

### Controlling multimedia content delivery from CI software

Multimedia content is essential to satisfying users' needs and collecting their interests. However, if your Content Intelligence software does not manage this content correctly, you risk losing important data or collecting inconsistent information.

In fact, without CI software it would be an extremely complex and expensive task to tag and track a video about a product hosted on YouTube, all the while consistently applying the same tags to a photo gallery about the same product on WordPress, and tracking it. An entirely new level of complexity arises if you need to track

the same content in a PDF, correctly tagged. It won't be easy to collect and put together this data to have a complete overview.

Good CI software enables you to centralize content and deliver each item directly from a single location with no duplication. In this way, you can assure consistency to the brand and its messages, as well as collect consistent data, as shown in Figure 4-3.

You will have a unique version of the content, adaptable dynamically and in real time to every channel and system. This capability assures an omni-channel customer experience. It also reduces the time spent locating and updating content across all touchpoints. In fact, the Content Intelligence manager can change (or remove) content on the CI software once and it will be updated (or removed) immediately on all of the touchpoints where it is published.



Good CI software delivers multimedia content across digital channels without affecting the existing front-end systems, such as CMS and e-commerce.



**FIGURE 4-3:** Assuring consistency across channels and touchpoints.



Make sure your Content Intelligence software can unambiguously track content and manage its delivery directly, avoiding duplications that would reduce the quality of the final data.

## Tracking intranet and extranet activities and downloads

Being able to manage access to internal archives for colleagues from other departments or external stakeholders becomes even more important at this point. It allows you to profile the “premium” audience — the users who have exclusive access to corporate reserved areas.

As examples, think about a multimedia repository for the technicians of a company that produces boilers, or the press area of a brand’s website.

Tracking the activities of these users means collecting the same insights that Content Intelligence usually returns for the “potential client” audience. You can then use this information for an in-depth analysis about how the content is performing for these users, whether they’re accessing the information via your intranet or extranet.

## Benefit Three: Boosting Customer Engagement and Conversion Rates

The third benefit of Content Intelligence is that thanks to artificial intelligence, you can get the most out of your content while minimizing the effort required from your teams. The analysis of the data collected by Content Intelligence helps you achieve the following objectives:

- » Understand the topics and product features that influenced users to respond to a CTA. Also know the main trending topics on the anonymous audience for each touchpoint. In this way, you can focus your budget on which content you know performs best.

- » Profile the interests of each user in order to customize sales and marketing automation initiatives. Make sure you know the percentage of the users in your CRM of which you know the interests about topics and products you offer.
- » Increase engagement by personalizing the customer experience and suggesting relevant content based on the real interests of each person.

In the next section, we explain how to utilize the data collected by Content Intelligence.

## Connecting digital touchpoints to Content Intelligence

Content Intelligence software usually provides a small piece of HTML code to insert into your digital touchpoints to add a tracking feature we call a *Content Intelligent tracker*. As a first step, it is important to insert the Content Intelligence tracker into each of your touchpoints so that you can automatically import all of your content inside the workflow where the tagging process takes place.



WARNING

Remember that good Content Intelligence software doesn't have to force you to tag the content — you can tag content after uploading it, for example. Once content is tracked, you can tag it (or edit the tags) at any time without losing any previous data.

This idea is fundamental because marketers don't always have the time to do everything in the right order. The nature of their job and the timing of campaign launches make that impossible. The correct Content Intelligence software lets you perform actions in the order you need because you can't afford to let the lack of tagging have a negative impact on your team's work. This is why we recommend you find CI software that allows you to update tagging on all historical data after you perform tag changes.

## Tracking and measuring content performance

Most of a company's marketing investments go toward content production. Every brand needs lots of up-to-date and high-quality content — all without exceeding the budget. It is a real

challenge that marketing managers face every day. That is where Content Intelligence comes in.

CI software tracks the calls-to-action customers have responded to (for example, making a purchase, submitting a newsletter request, or downloading a white paper) and then measures the performance of your content.

At that point, CI can understand if and how this content influenced your customers' behavior toward a purchase and, therefore, the conversion rates.



Remember to insert the call-to-action's tracker into the Content Intelligence software. This way, you can see what each user did before and after the purchase.

## Recognizing customer interests

Users tell a lot about themselves through their behavior online — for example, which video they watched, which newsletter articles they read, or which social posts they saw. These choices tell you about the users' socio-demographic profiles, what they are passionate about, what they are interested in, what they want, and what they expect from your brand.

Content Intelligence collects exactly this information for you, enriching the CRM and marketing automation data with up-to-date information about your clients. Thanks to this information, you can

- » Choose the perfect call-to-action for each user.
- » Help sales and shopping assistants by providing them with insights about what the user likes. This information helps your team establish a special relationship with each user.
- » Create, in real time, a dynamic list for your marketing automation and send people offers when you know they have a real interest in your product.



To take advantage of these capabilities of CI, it is essential that you insert the tracker to sync the CRM contact-ID of each user with the identification of that user on Content Intelligence software.

Then, you can use the information you obtain from performed calls-to-action on your channel to enrich your Content Intelligence, thereby improving its data quality. For example, you can collect the email addresses users give you when they subscribe to your newsletter.



**TIP**

Be sure your CI software provides very simple synchronization mechanisms that can easily integrate with existing calls-to-action.

Here's an example to help you better understand this point:  
<http://bit.ly/CTAintegration>.

## Making websites and pages dynamic

Websites and pages are usually static. When you build them, you choose where your content will appear on the page. For example, if you place one video and two images, all of the users who visit that page will see the same video and images.

Instead, CI lets you use dynamic content. You can personalize the omni-channel customer experience of every person who visits any of your website pages or applications — regardless of whether they are customers, known users (people who gave you their contact information but haven't bought anything yet), or anonymous visitors.

Every time a user enters your page, CI software suggests the content that fits best his or her interests. CI software also avoids showing content that the person has already seen, if necessary. The choice is made in a dynamic way, and the content can change every time, depending on which user is on the page.

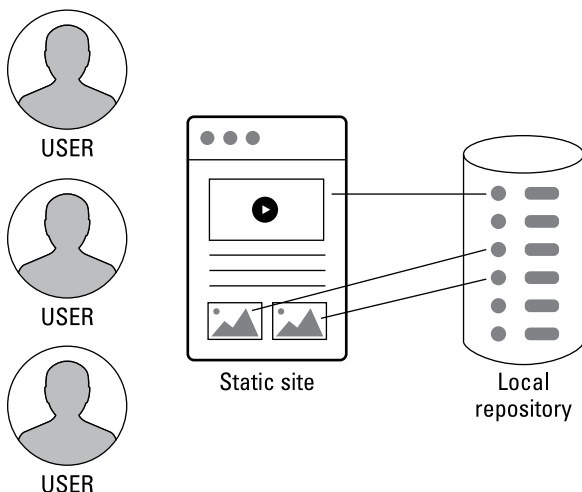
That's why a website can appear completely different to a couple who prefers romantic vacations and to a young man who wants to have parties with friends during his vacation.



**TIP**

CI collects cross-channel data. When you connect CI software to the omni-channel customer experience, you can always offer your users personalized content, no matter which touchpoint they're using. In this way, you can anticipate users' interests and make them feel comfortable and understood.

In Figure 4-4, all three users see a static page identically. Their personal identity doesn't affect the content presented on the page. They're just *users*.



**FIGURE 4-4:** A static page is the same for all users.

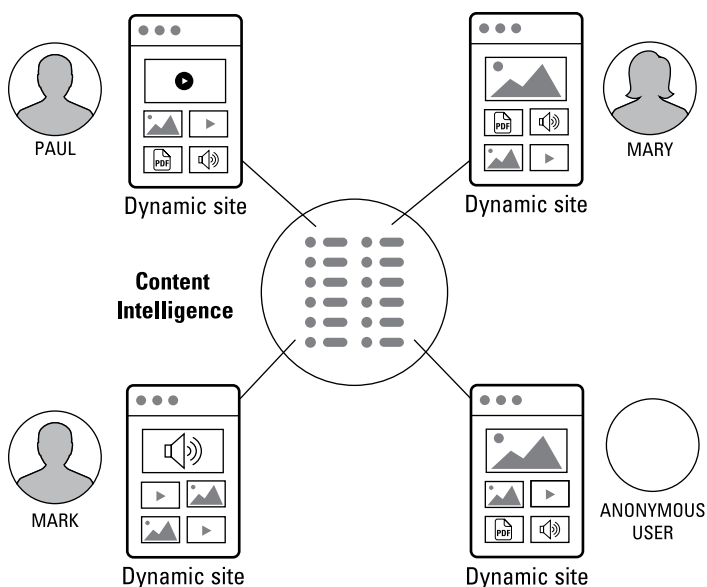
In Figure 4-5, the same web page is made up of dynamic content and it appears differently for every user. CI software recognizes Mary, Mark, and Paul and offers them content on different topics, depending on their interests. The content is not pre-set: CI works proactively to choose the right content for the right person.

Even if a user has already surfed your website, but you still don't know his or her identity, the CI software monitors the user's interests and builds the pages dynamically.



Dynamic content is provided via machine learning computing. Remember to verify that your CI software's content recommendation algorithms are not only based on similar tags, but that they're composed of a hybrid combination of the following data:

- » Content topics
- » Similarities of user behavior toward content viewed
- » Editorial strategy (for example, a specific topic boost or specific content filtering)



**FIGURE 4-5:** A dynamic page offers each user individualized content.



#### IN THIS CHAPTER

- » Understanding the importance of a Content Intelligence manager to bring teams together
- » Applying Content Intelligence effectively
- » Outlining the most important aspects of Content Intelligence to consider
- » Being inspiring and passionate

## Chapter 5

# Ten Content Intelligence Do's and Don'ts

**C**ontent Intelligence will be revolutionary for your company. Your role of Content Intelligence manager is crucial to providing continuity, helping people use CI, helping your management team collect data, and showing how CI is improving business performance.

Always keep the experiences shared in this book as a point of reference, but, at the same time, don't hesitate to share yours in the Content Intelligence Network ([www.contentintelligence.net](http://www.contentintelligence.net)). This website offers everything you need to know about Content Intelligence. It's a great place to compare your experiences with those of other marketers, industry experts, and people who use CI every day.

Here are ten important points to keep in mind when investing in Content Intelligence:

#### » Do track HTML pages, but also multimedia content.

Always remember to track both HTML pages and multimedia content within Content Intelligence. The former contains important information to qualify the audience. The latter is the follow-up content, contained in HTML pages (for example,

images, videos, audio, webinars, or brochures), that allows you to qualify and refine your profile of the customer's interests.

### » **Don't use too many tags . . . less is more.**

Avoid "tag anxiety"! You don't have to immediately start tagging, and you don't have to complete this task today. Take your time, learn how to tag correctly, and refine your tagging skills month by month.

Don't go overboard and have content with too many tags. You will always have time to add new ones. Dealing with excessive tags from Day 1 can be confusing instead of useful. Moreover, use only essential tags. To avoid confusion, make sure your tags are strictly related to the topic of the content and not general or collateral ones.

Also, when tagging content, keep in mind the relationship between the topic taxonomy and the buyer's journey.

You can find more information here:

<http://bit.ly/CreateYourCompanyTaxonomy>.

### » **Do periodically update the topic taxonomy.**

It is essential to keep the semantic engine of the AI aligned to your editorial taxonomy. This practice offers the following benefits:

- It maintains the connection between the topics selected by AI and your vocabulary and jargon.
- It trains the AI engine to tag correctly, more quickly, and in line with your brand's taxonomy.

In addition, the activity of maintaining the topic taxonomy (or your topic taxonomy tree, if you use one) is important to organize those tags that have not been organized in the official taxonomy yet. Often they will be merged or linked to existing ones.

Dedicate some time each month to keeping the topic taxonomy up to date. This way, you get the most relevant data from your CI.

### » **Do pursue content design goals as CI starting points.**

When you are thinking about producing new content, the first thing you have to figure out is what results you want to achieve. This helps you create effective content from the very beginning. You're ready to create content when

- You've defined the content objective, relative to its buyer's journey position.
- The content's title will be successful for search engine optimization (SEO), regardless of whether the content is a web page, video, audio file, photo gallery, or some other type of content.
- The content abstract, mock-up, or storyboard is compliant with your topic taxonomy.

#### » Do keep an eye on the Content Intelligence tracking.

Periodic maintenance of your CI should become a best practice. Remember to check periodically, together with your colleagues in the digital and IT departments, that these trackers are working properly:

- **HTML page trackers:** These monitor website pages or landing pages viewed.
- **Multimedia content trackers:** These monitor videos, images, or documents viewed, for example.
- **Call-to-action trackers:** These monitor user actions such as downloading a white paper, watching a video, or subscribing to a newsletter.

#### » Do involve product managers and content editors in deciding objectives and taxonomy.

Always remember: Content Intelligence is a combination of three different worlds:

- AI engines
- Editorial categorization made by editors
- Product categorization that usually stays in the product information management (PIM) system, if you have an e-commerce solution.

It's therefore important that you periodically hold a round-table discussion with your company's product management, sales, and marketing/editorial team. Work with these colleagues to standardize taxonomies and initiatives.

#### » Don't be in a hurry — think efficiency before complexity.

In order to best utilize CI and help all stakeholders benefit from it, understand your organization's existing content environment. Assess what your company is already doing before improving upon it. The first step is to collect a footprint of your content and enrich it with the tags from the topic taxonomy.

After that you can

- Improve the topic taxonomy in line with the type of data to be collected.
- Improve content production's effectiveness.
- Leverage a content strategy to personalize communication and marketing actions.

» **Do create a content strategy, even if you have little content.**

It doesn't matter if your company has just a few pieces of content or many. Just remember that it is the content your company uses to represent itself at every digital touchpoint. No matter how much content you have, begin looking at it in a qualitative way. This is the beginning of a process, so don't worry if it takes time. One small step can be the start of a great change.

» **Do track content visits and calls-to-action, even content isn't tagged yet.**

The first thing to do is activate the trackers, whether they should track views of your content, events, or calls-to-action. Even if the content isn't appropriately tagged, Content Intelligence can recalculate and update the data.

The important thing is that the trackers are active and working. Don't worry about tagging all the content right off the bat. Remember to verify whether or not your Content Intelligence software can calculate data again over time. In fact, if you decide to change your taxonomies, the content should be automatically retagged according to the up-to-date topic taxonomy.

» **Do share Content Intelligence progress and results among your stakeholders.**

Content Intelligence involves multiple business departments. Don't lose focus on the need to keep them onboard and regularly update them about progress. Sharing goals among the different departments and refining goals if necessary is the starting point of every new project meant to involve the whole company and improve its success.

Also remember that change takes time.

Throughout this book, we provide key performance indicators (KPIs) to measure each goal. It's important to share these KPIs with your stakeholders monthly. You'll improve KPI results, and you'll continually refine and improve your way of doing Content Intelligence.





His girlfriend should ask, "What are you thinking of?"  
A Content Intelligence Manager should not.

## BECOME A CONTENT INTELLIGENCE MANAGER

- Increase marketing productivity and efficiency
- Protect brand and intellectual property
- Boost engagement and conversion rates

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# Maximize the value of your content

Marketers face a dilemma. You can't stop producing new content because you need to increase your sales pipeline, but more content on more channels can lead to content chaos. This book explains how artificial intelligence doesn't just manage your digital content and monitor its omnichannel distribution. By analyzing your content's subject matter and collecting information about its use, AI also understands and interprets your audience's interests.

## Inside...

- Understand Content Intelligence benefits
- Know where to apply CI in your company
- Avoid Content Intelligence failures
- Activate Content Intelligence in a day
- Learn best practices for CI managers



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