BEYOND THE EDITORIAL CALENDAR:
NEW RULES OF CONTENT STRATEGY
ASHLEY FAUS

#INBOUND19
Beyond the Editorial Calendar: New Rules of Content Strategy
The Linear Funnel
The Looping Decision Journey
A new model...
“Treat the buyer’s journey as a playground: people can enter and exit as they desire, they can go in any order, and they can engage with the content the “wrong” way.

ASHLEY FAUS (AKA PLAYGROUND ENTHUSIAST AND MARKETER)
Narrative Framework
Conceptual
Theoretical and philosophical in nature, focus on the “what” and the “why” of the idea.
Content Depth

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Theoretical and philosophical in nature, focus on the “what” and the “why” of the idea.

Strategic
Focus on the process, tools, and key knowledge components that must be included to make the conceptual ideas a reality.
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Strategic
Focus on the process, tools, and key knowledge components that must be included to make the conceptual ideas a reality.

Tactical
Prescriptive, step-by-step instructions, and specific exercises to help the audience implement the conceptual and strategic ideas.
Asset Type
Written, visual, audio and/or interactive content.
Long-form vs. short-form, live vs. recorded.
Distribution

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Written, visual, audio and/or interactive content. Long-form vs. short-form, live vs. recorded.

Channel / Platform
A mix of paid, owned, and earned channels, a place to host content, a place to share content.
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Metrics
Reach vs. engagement vs. CTR. All assets and all channels do NOT need to accomplish all things at all times!
<table>
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<th>Narrative</th>
<th>Depth (Conceptual, Strategic, Tactical)</th>
<th>Asset Type</th>
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WHAT DOES IT MEAN TO BE HEALTHY AND FIT?
Content Pairing
Hello Community,

Ever wonder how Jira decides which features to ship when? Have a burning Jira question that you want answered directly by the makers of Jira? Looking for the perfect place to gush about the new Next Gen projects? Well, you’ve come to the right place.

Introducing Rocket Chat, a new monthly video series where we sit down with Jira Product Managers, take your spiky questions, and discuss and share new features with the community.

Join Jira Product Manager Rayen Magpantay here in this thread on February 6, 2019 at noon PST through 5 pm on February 7, 2019 (7:00 am in Australia on February 7, 2019 until February 8, 2019 at noon) for this exclusive event.

Update 1: Hi Community, here’s our inaugural Rocket Chat. Check out Jira PM Rayen as he demos three new features:

- Issue linking
- epic assignments
- watching

Plus, Rayen answers your Spicy Question: what is going on with sub-tasks?
What is Agile?

Agile is an iterative approach to project management and software development that helps teams deliver value to their customers faster and with fewer headaches. Instead of betting everything on a “big bang” launch, an agile team delivers work in small, but consumable, increments. Requirements, plans, and results are evaluated continuously so teams have a natural mechanism for responding to change quickly.
HOW STEVE JOBS AND COCO CHANEL MOTIVATED THEIR TEAMS WITH STORIES

Download, "Motivating Story Types to Guide Your Team"

Change is hard. You’ve heard it before, and you know it’s only a cliché because it’s true. This is especially the case in organizations where you need to convince groups of people to embrace new ideas or initiatives. But leaders can learn to have a magic touch, helping move people towards a goal using the right stories at the right time.

Leaders typically turn to two types of stories to guide their teams: warning and motivating stories. They choose which ones to use by carefully gauging where their audience is during the course of a transformation.

Learn about the five archetypal motivating story plots and the leaders who used them—Jobs, Chanel, Gebbia, and more.

You’ll learn:

- How you can speak differently to energized versus struggling teams
The Non-Comedian's Guide to Making Jokes in Presentations

Published on July 30, 2015

Nancy Duarte
Principal at Duarte, Inc.

Humor is a funny thing… (That’s obvious. Let’s start over.)
So a guy walks onto a stage… (Nope, too cliché.)

There’s nothing like a laugh. And when standing in front of people, presenting an idea, you can wedge your way into their hearts and minds through their funny bone. It works because before your idea can resonate, you need to resonate. You need a vibe, a rapport. People laugh when they’re comfortable. They laugh when they get you. And a comfortable audience who gets you is likely to listen to you and make your ideas real.

- Get personal. Not too personal. But share an occasional story about your own life. A silly anecdote about your childhood or an impression of your kid. You’re human; you want your audience to know that.

Here are five examples of different people who all nail funny in their own ways. Turns out, no matter who you are, if you embrace the tips above, you’ll get a laugh or two.

So, go forth and be funny! You have the essential tools: yourself and a few humor tricks. Remember, if you can make them laugh, you can probably make them think. A touch of humor goes a long way in establishing a bond with your audience. Once you establish that bond, they’ll listen and learn. That’s no joke.

Graphic Credit: Aidling Doyle, Duarte, Inc. 2015
Editorial Contribution: Amanda Holt, Duarte, Inc. 2015
Republishing Content
LinkedIn Pulse

Problem + Solution
Frame up the problem on Pulse, link to piece that details the solution
How to Make Yourself Look Like the Most Obvious Fit for the Position

Published on September 29, 2016

Adrian Granville Larsen
Editorial Director + Content Strategist  10 articles  Following

The other day, I was scanning through resumes for one of my open positions when a co-worker dropped by to recommend a friend of hers who had applied. “He’s amazing,” she said, “and would be perfect for this role.” I went back to the applications and realized I had put him in the “probably not” pile. “I’ll talk to him,” I said, thinking that I’d have one conversation and pass.

Turns out, he was perfect for the position and made it to late stages in the interview process. So why did his resume almost get tossed? Because he had a bit of a different background than I was initially looking for for the role, and his application didn’t connect those dots quite so clearly.

Or frankly, maybe they did—and I was just powering through resumes as fast as I could and focusing on the ones that clearly looked like the best fit.

Either way, this situation shows why it’s so important to make it abundantly clear to the hiring manager how your experience will translate into the role you’re applying for. Or, as one of my favorite career coaches Jenny Vos says, making sure you’re a “smack-in-the-forehead” obvious fit for the job.

How, exactly, do you do that? Assuming your experience actually does translate (and if it doesn’t, read here), here are a few quick little strategies you can try today.

Read the tips on TheMuse.com.
Problem + Solution
Frame up the problem on Pulse, link to piece that details the solution

Case Studies and/or Research
Problem: “what it is” and “why it matters”
Solution: Here’s how we solved the problem
Cross-link to content with proof-points
New data reveals where we really stand with diversity in the tech industry

Published on March 22, 2017

Albey Blanche
Designer of Exclusive Organizations | Technologist | Radical Peacemaker

Since 2014, tech companies have been releasing diversity reports. CEOs and heads of diversity have spoken about the investments necessary to change the ratio and pursue diversity in tech. And many companies have moved from raising awareness of the problem to taking real steps to close the opportunity gap. But what’s been missing from the conversation is the voices of the average tech workers – how do they think and feel about diversity and inclusion (D&I) and where we stand as an industry? Are their experiences and conversations the same as the ones that have been broadly shared? This is a critical piece of the puzzle.

When we were looking for this data we didn’t find much, so we decided to collect it ourselves. After months of research, we are excited to finally release our findings from Atlassian’s 2017 State of Diversity Report. Please check it out. And while our results were initially surprising and concerning, after digging deeper they both made fundamental sense and helped me identify clear next steps. In a nutshell, the data shows we’ve been effective at raising awareness, but not at deepening understanding of fundamental problems and ways to resolve them. But it also shows there is huge opportunity: since the election, people are both more concerned about D&I and willing to take action to promote inclusion.

I’m excited to continue this conversation and share our findings—and how we’re thinking about them—with you.

There’s still a lot of confusion around “what is diversity”

First, we found a majority of tech workers consider their teams diverse, and they believe that their company does not need to make additional progress on diversity. At first glance, most people focused on diversity in tech would be shocked. But the results highlight a fundamental, underlying problem: while the tech industry is diverse in some ways, it has simply systematically excluded particular groups of people (i.e. women, black and Hispanic people, etc.). The fact is, greater focus on these topics over the last few years has successfully raised awareness that a problem exists, but hasn’t educated people on how big the problem really is. Judging from the data, it seems that people mistake having “some diversity” for “we are diverse.”

Now is the time for deeper understanding of the core issues we are trying to solve: the exclusion of particular groups from our teams and our industry. It goes without saying that this exclusion isn’t simply a social justice issue, but a business one. It harms our ability to
LinkedIn Pulse

Problem + Solution
Frame up the problem on Pulse, link to piece that details the solution

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Problem: “what it is” and “why it matters”
Solution: Here’s how we solved the problem
Cross-link to content with proof-points

Republish Existing Content
Take existing long-form content and republish it on Pulse, with a call-out and link to the original piece of content
Remote Work, Trust and the Atlassian experiment

Published on May 9, 2015

Keep your people engaged, and they’ll be effective no matter where their desk is.

...the benefits of the new collaboration and, by extension, creativity and innovation.

It’s a matter of trust

Collaboration (and innovation) is rooted in trust no matter where the work gets done. Give your people the right guidelines to work within plus the autonomy to make decisions, and they’ll perform well. Tell them exactly how their work should be done, then look over their shoulder to make sure they’re “doing it right,” and they’ll phone it in.

Make no mistake: remote work is here to stay. Urban real estate prices and the war for talent are making sure of that. There’s no doubt that wrangling a distributed workforce is complicated, and that old-school ways of working don’t naturally transfer to remote and virtual teams. The key is evolving your practices.

This is not intended to say that remote working is the answer. It’s to suggest that it could be a valuable addition to flexibility in work, as long as you manage it correctly and set it up for success.

This was originally published on Inc.com
MORE ARTICLES BY ASHLEY FAUS

3 Questions to Ask Yourself When You Don’t Know What You Want to Do
READ ON
By Ashley Faus

4 Things You Didn’t Know You Could Put on Your Resume
READ ON
By Ashley Faus

The Cross-Country Job Hunt: Finding a Job in a Different City
READ ON
By Ashley Faus

The 5 Love Languages: Office Edition

5 Signs it’s Time to Fire Your Problem Employee

4 Creative Ways to Land the Interview
We are your ultimate career destination, offering exciting job opportunities, expert advice, and a peek behind the scenes into fantastic companies and career paths. We believe that you can and should love your job—and be successful at it—and we want to help make that happen. Whether you're just starting out, changing career paths, or aiming for the C-suite, we've got everything you need to take charge of your career.
Social Content
@ashleyfaus · 30 Nov 2016
Alright #reinvent attendees... we’re ready for you! Swing by booth #2037, I’ll be here all day for @palerrainc

Ashley Faus @ashleyfaus · 1 Dec 2016
Love when people draw the winning key @palerrainc booth #2037! Last day at #Reinvent for a chance to win.
AWS Cautionary Tales

And How Your Organization Can Avoid Becoming One!
I like this trend of PMs directly answering some questions. Direct accountability (and direct feedback). Is this you answering on your own or an official thing at @Atlassian?
Measure All the Things
Video
YouTube views and subscriber growth, entrances and referral traffic
Brand Paid Search
Paid content that is focused on brand keywords, like product names

Video
YouTube views and subscriber growth, entrances and referral traffic
VBOS

**Video**
YouTube views and subscriber growth, entrances and referral traffic

**Brand Paid Search**
Paid content that is focused on brand keywords, like product names

**Organic Traffic**
Traditional website traffic metric for all owned properties
Organic Traffic
Traditional website traffic metric for all owned properties

Social (Unpaid)
Follower growth, in-feed engagement, and referral traffic to all owned channels

Video
YouTube views and subscriber growth, entrances and referral traffic

Brand Paid Search
Paid content that is focused on brand keywords, like product names

Organic Traffic
Traditional website traffic metric for all owned properties
Marketing is no longer about grabbing attention. It’s all about holding it. Today’s best marketers understand: Marketing isn’t about who arrives. It’s about who stays.

JAY ACUNZO
Enjoy Vienna. Not #Vienna
Unhashtag your vacation!

Social media allows us to travel the world everyday – without even getting up off the couch. But the places we swipe through are not filled with life or memories – they’re littered with hashtags and diluted by fillers.

This is an invitation from Vienna – an ideal place for a little bit of digital detox and for creating moments that you, and you alone, can treasure forever. Because Vienna is far more colorful when not seen through the lens of a smartphone camera.

So whip out your city map, make plans and throw them away again. Simply let your senses guide you. And no worries, you won’t go cold turkey when you give yourself a day offline.

Six signs you should think about a digital detox
Influencers on digital detox

Best places for digital detox

Vacation for your smartphone
Advertising digital detox in the biggest social media hubs of New York and Silicon Valley
The Ideal Customer Journey
Tenets of Building a Playground

Delight your audience
Focus on creating quality content that engages the audience at each touchpoint.
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Build the relationship
The long-term affinity for the brand is more important than driving a transactional landing page conversion.
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Influence at every touchpoint
All content can be considered top-of-funnel content. It’s no longer about rushing people to a purchase, it’s about educating and empowering for success.
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