



The Content Center of Excellence

Doug Kessler

Co-founder, Velocity

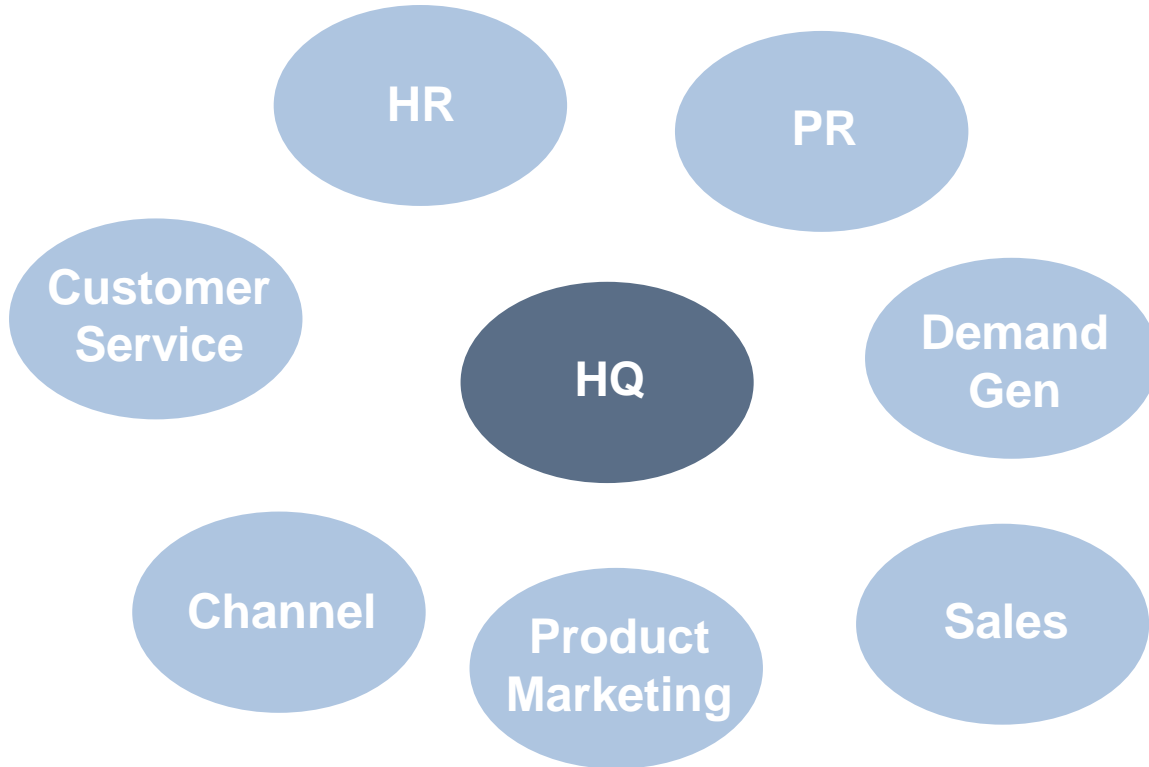
The Content Center of Excellence

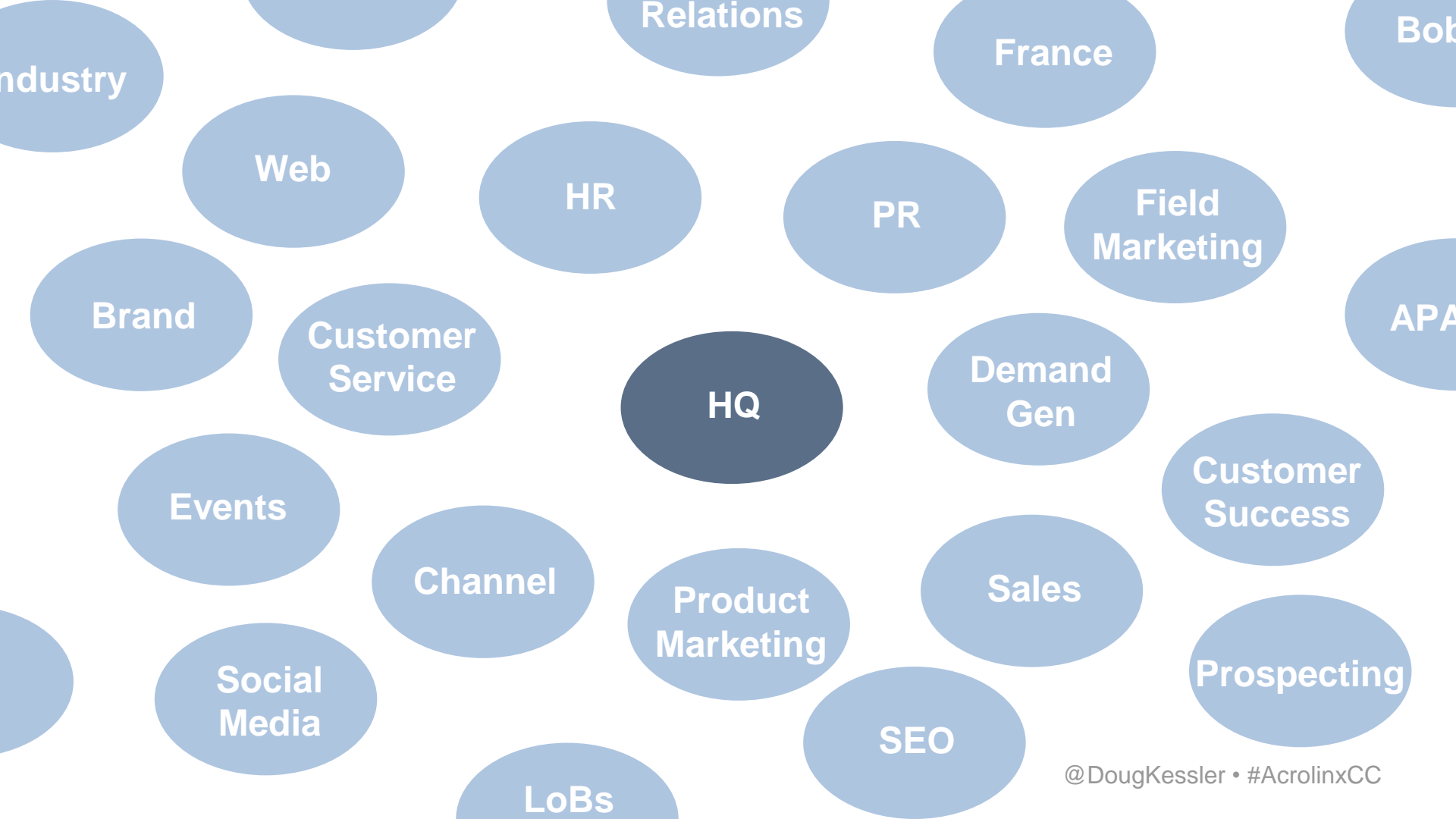
Doug Kessler
Co-founder, Velocity
@dougkessler





**The problem:
content *works*.**





Industry

Relations

France

Bob

Web

HR

PR

Field
Marketing

Brand

Customer
Service

HQ

Demand
Gen

APAC

Events

Channel

Product
Marketing

Sales

Customer
Success

Social
Media

LoBs

SEO

Prospecting

Today, guided
transformation is
colliding head-on with
wild-west **proliferation.**

**This is a job for a
Center of Excellence.**

A center of excellence is a team or shared facility that provides leadership, best practices, research, support and training for a focus area.

**A best-of-the-best team that
inspires, cajoles, leads, advises
and trains other teams to be
great at an important thing.**



Introducing The Center of Content Excellence

by [Doug Kessler](#) | March 23rd, 2013

f 4 t 87 in 57 p 8+ 22



velocity



Introducing The Center of Content Excellence

by [Doug Kessler](#) | March 23rd, 2013



4



87



57



22



velocity



Introducing The Center of Content Excellence

by [Doug Kessler](#) | March 23rd, 2013

f 4 t 87 in 57 p 8+ 22



velocity

**Wasted
budget**

**Duplication
of effort**

**Multiple
homes for a
single piece**

The penalties of content proliferation.

**Variable
content quality**

**Inconsistent
stories & looks**

**Pools of under-
exploited content**

Wasted
budget

Duplication
of effort

Multiple
homes for a
single piece

The penalties of
Confusion
content proliferation.

Variable
content quality

Inconsistent
stories & looks

Pools of under-
exploited content

Brand police

Enter the cops.

Compliance
cops

Worldwide
Heads of
Sameness

**Enter the
Content Center of Excellence**

**Enter the
Center of Content Excellence**

The best Content Centers of Excellence aren't cops, they're coaches.

Learns

**What the Content Center
of Excellence does**

Learns

Guides

What the Content Center of Excellence does

Learns

Guides

**What the Content Center
of Excellence does** Shares

Learns

Guides

**What the Content Center
of Excellence does**

Shares

Listens

Learns

Guides

What the Content Center of Excellence does

Shares

Listens

Collects

Learns

Guides

What the Content Center of Excellence does

Shares

Listens

Refreshes

Collects

Learns

Guides

What the Content Center of Excellence does

Shares

Creates

Listens

Refreshes

Collects

Learns

Guides

What the Content Center of Excellence does

Shares

Extends

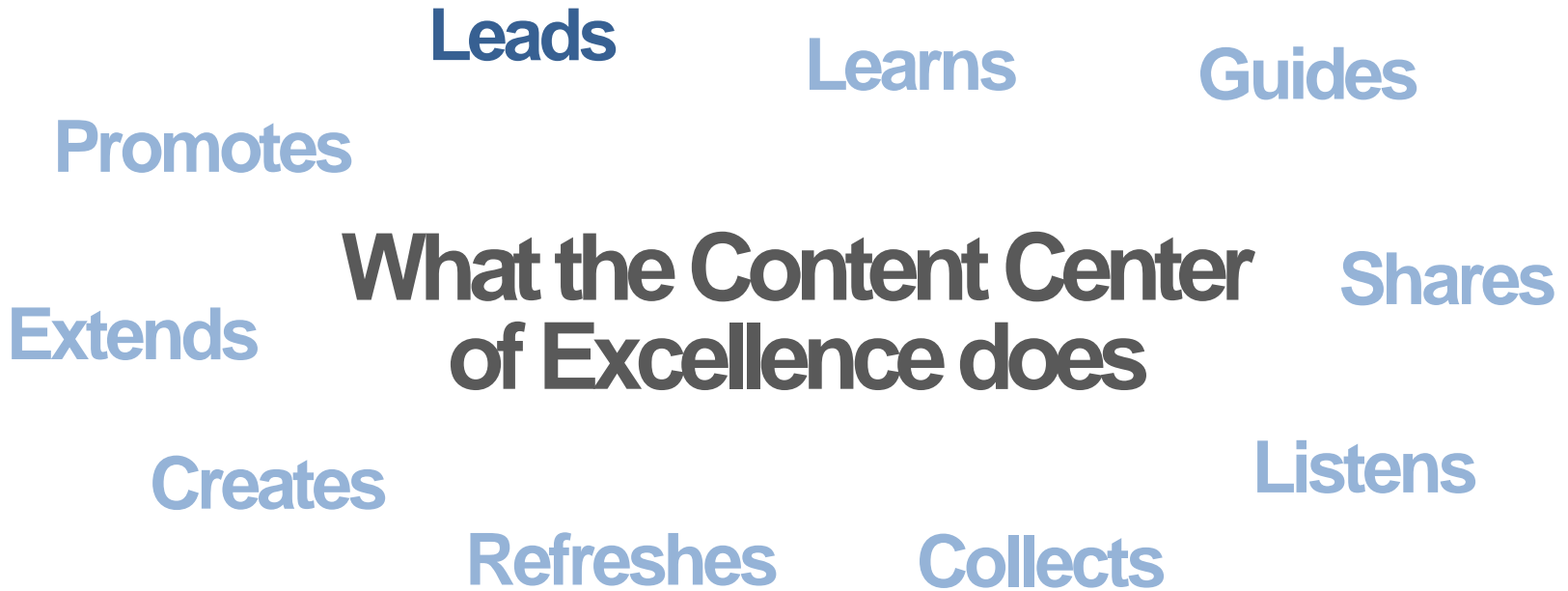
Listens

Creates

Refreshes

Collects





The qualities of a great Center of Content Excellence

The qualities of a great Center of Content Excellence

Content Expertise

The qualities of a great Center of Content Excellence

Content Expertise
Business chops

The qualities of a great Center of Content Excellence

Content Expertise
Business chops
Access to the top

The qualities of a great Center of Content Excellence

Content Expertise
Business chops
Access to the top
Sensitivity

The qualities of a great Center of Content Excellence

Content Expertise

Diplomacy

Business chops

Access to the top

Sensitivity

The qualities of a great Center of Content Excellence

Content Expertise

Business chops

Access to the top

Sensitivity

Diplomacy

Flexibility

The qualities of a great Center of Content Excellence

Content Expertise

Business chops

Access to the top

Sensitivity

Diplomacy

Flexibility

Hunger

The qualities of a great Center of Content Excellence

Content Expertise
Business chops
Access to the top
Sensitivity

Diplomacy
Flexibility
Hunger
Openness

Roles in the Content Centre of Excellence

Chief Content Officer

Chief Content Officer



Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Data Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Data Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Data Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Data Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Teacher Strategist

Listener

Librarian

Producer

Policy Wonk

Experimenter

Outbounder

Geek

**Social
Butterfly**



Search Dude

**Helpdesk
Agent**

Kimberly-Clark Professional

SECTION 4

WE'RE GOING IN!
DELIVERING EFFECTIVE
CONTENT MARKETING




SECTION 4

**FROM HERE TO
ETERNITY**
MAPPING THE
CUSTOMER JOURNEY



SECTION 3

WHO'S WHO IN THE ZOO
UNDERSTANDING
THE CUSTOMER



The Playbook

Contents

Goals.....	05
Data analysis.....	07
Channel reporting.....	16
Content package recommendations.....	20
Sweet spot themes.....	24
Our target market.....	28
Personas.....	34
Content audit.....	43
Buying stages.....	49
Editorial plan.....	55
Reporting.....	76
Conclusion.....	78
Appendices.....	80

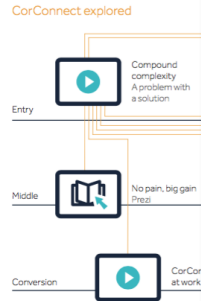


The Playbook

Phase Three

Phase Three

Get granular feature and benefit options and details across the funnel to keep campaign options fresh with new detail.

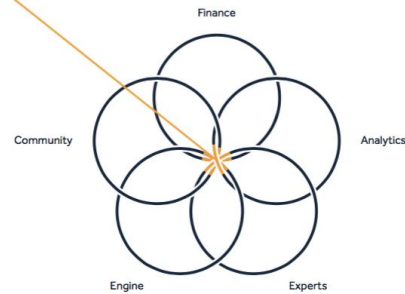


The sweet spot

We know what we want to achieve. We now need to make sure we have the story to make it work. The Corcentric sweet spot (the one with the broadest appeal to our target audiences) will fuse multiple parts of our internal strengths into resonant stories bursting with insight and value.

CorConnect: core themes
The next step is building creative themes with powerful narrative to link them together:

1. The problem
2. The solution
3. The benefits
4. The reason

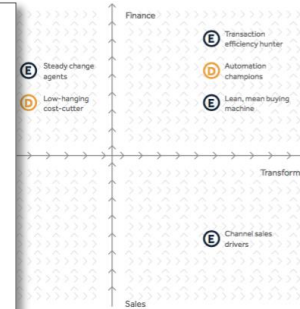


29

Section 7

Our target market

Segmentation matrix



37

**The problem:
content *works*.**

The *opportunity*:
content works.

Thank you.



CONTENT CONNECTIONS

THE VIRTUAL CONFERENCE FOR
CONTENT PROFESSIONALS.

2016

By Acrolinx