Adaptive Content Modelling

...for Omnichannel Experiences

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Unify your content flows
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18 years experience in...
10 points to help you decide if you’re a match with Urbina Consulting:
urbinacconsulting.com/about-you
Basics

• Slides:

• Questions
  – Whenever!
Our Mission

We help organisations have the kind of relationships with people that people have with each other.
You (show of hands)

Who works for an agency (not a brand)?

Who is doing a non-website output (apps, print, in-store, other?)

Who is doing marketing/presales commercial content? Knowledge/UA? Both?

Who knows what XML and semantic mark-up are?
Objectives

- See every piece of content with a new “lens”
- Understand semantic vs structured content
- Think beyond your current channel
- Have a todo-list for building up your approach
Agenda

Becoming user-centric

Content models

Exercises
BECOMING USER CENTRIC

Changes in the market and publishing > Customer Journey maps
“Overt selling has given way to problem solving. Sweeping statements have given way to conversation-like messages.”

—Robert Rose, Co-founder, Content Marketing Institute
The more real value you give to consumers, the more that will come back your way.

Me – “How to Adjust Your Content Strategy for Adaptive Content Personalization” bit.ly/ac-how2
Adaptive content is [intelligent, structured content] conceived, planned and developed around customers: their context, their mood, their goals.

The more we can [model] our content [to be] adaptive, the more we can realistically deliver tailored, high-value content without running out of budget, resources, or time.

The future of marketing is about looking after current customers. Still driven by our emotions but that can make all the difference. Unless, of course, we're an Ashley.
Today
Later today...

Persona or customer-journey-based KPIs
Later today...

- Persona or customer-journey-based KPIs
- Unified strategy
- Omnichannel governance
- Documented standards
- Cross-platform categorisation
Top marketer priorities

Content and experience management 45%
Analytics 32%
Audience and data management 31%
Omnichannel marketing 27%
Personalisation 25%

This is big business!

Chart reproduced from Econsultancy Digital Trends 2018: bit.ly/2PFk7mb
CUSTOMER JOURNEY MAPS
Lifecycles ARE NOT journeys (too big)
Use cases ARE NOT journeys (too small)

A customer lifecycle has many journeys....

A customer journey has many moments....

A moment *may* require a system use case
Omnichannel journey mapping - before

Anonymous
Contact
Lead
Customer
Advocate

Purchase
Learning
Booking
Installing
Paying

“Customer makes decision and completes order form online” [Web]
“Customer receives email with instructions for installation” [Email]
“Calls to make an appointment for installation” [Call center]
“Field engineer installs equipment” [Field team]
“Receives and pays first bill” [Billing/CRM]
Omnichannel journey mapping - after

Anonymous

Contact

Lead

Customer

Advocate

Purchase

Learning

Booking

Installing

Testing

Paying

“Customer makes decision and completes order form online” [Web]

“Customer receives email with instructions for installation” [Email]

“Calls to make an appointment for installation” [Call center]

“Field engineer installs equipment” [Field team]

“Field engineer tests equipment with customer” [Field team]

“Receives and pays first bill” [Billing/CRM]

@tim_walters
Omnichannel journey mapping - before

Anonymous

Contact

Lead

Customer

Advocate

Researching

“Customer finds procedure for lost card by doing web search” [Web]

Verifying

“Customer logs into a secure channel to process request” [App]

Verifying

“Customer checks transactions for fraudulent activity” [Web]

Delivery

“New card is delivered to customer by post to their default address” [Fulfillment]
JOURNEY MAP EXAMPLE

Lost card + persona + scenario
Today’s content solutions are not passive. They are (pro)active systems that deliver the right dose of information to the right person (by leveraging metadata).
Elton John > Children

Zachary Jackson Levon Furnish-John
Son

Elijah Joseph Daniel Furnish-John
Son

Elton John - Wikipedia, the free encyclopedia
A second son, Elijah Joseph Daniel Furnish-John, was born to the couple by the same surrogate mother on 17 January 2013. Elton John has ten godchildren, including Sean Lennon, David and Victoria Beckham’s sons Brooklyn and Romeo, Elizabeth Hurley’s son Damian Charles, and the daughter of Seymour Stein. Elton John albums discography - David Furnish - Elton John singles discography

I'm with Elton John. Dolce and Gabbana’s remarks on IVF...

This Morning presenter wrongly claims Elton John ‘adopted’...

Sir Elton John boycotts Dolce & Gabbana after row over ...
ASOS

eCommerce – B2C

• UK's largest independent online and fashion beauty retailer
ASOS

eCommerce – B2C

• Doing “implicit personalization”

• Probablistic, but not ridged
ASOS

eCommerce – B2C

• Can go from *implicit* to *explicit* personalization

• Creates a ‘virtuous cycle’
  – More you learn, more you can tailor delivery
disagreements arise, and there’s no one else in the room to diffuse the tension (or take the blame), but the bottom line? I wouldn’t want it any other way.

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Hey there, thanks for pocketing our article! Make sure to tweet the healthier choice you’re making today @greatist with #imagreatist. You’re awesome.

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Be the first to Recommend this in your network.
Multi-page Medical Letters & Manual rewrites into FAQs

Quick answers (a few lines)
Overview (FAQ, a few paras)
Medical Letters (learning)
Bank

Inconsistent, hard-coded product descriptions, offers and experiences

Modular, adaptive, segment-based, and standardized


**Future-ready writing standards**

**Before**

**Dose Reduction Recommendations**

Dose adjustments at the start of a subsequent cycle should be based on maximum nonhematologic toxicity from the preceding cycle of therapy. Treatment may be delayed to allow sufficient time for recovery. Upon recovery, patients should be retreated using the guidelines in Table 5, which are suitable for using pemetrexed as a single agent or in combination with cisplatin. If patients develop a rash of at least Grade 3, treatment should be withheld until resolution to less than or equal to the patient’s pre-therapy value. Treatment should be resumed according to the guidelines in Table 5. Pemetrexed therapy should be discontinued if a patient experiences any Grade 3 or 4 rash after 2 dose reductions (Alimta Package Insert, 2013).

**Table 5. Dose Modification for Pemetrexed (Single Agent or in Combination) and Cisplatin (Alimta Package Insert, 2013)**

<table>
<thead>
<tr>
<th>Grade 3 or 4 rash</th>
<th>Dose of Pemetrexed (mg/m²)</th>
<th>Dose of Cisplatin (mg/m²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade 3 or 4 rash</td>
<td>75% of previous dose</td>
<td>75% of previous dose</td>
</tr>
</tbody>
</table>

* National Cancer Institute Common Toxicity Criteria.

**After**

**Dose reduction recommendations (Alimta Package Insert, 2013)**

Apply dosage reductions recommendations to Pemetrexed or both Pemetrexed and Cisplatin in equal proportions when used in combination.

1. Retreat the patient following recovery from the previous cycle of treatment.

   - **If the patient experienced a rash in the previous cycle that was...**
     - **Then retreat the patient using...**
     - less than grade 3: same dose from the previous cycle.
     - grade 3 or 4¹: 75% dose from the previous cycle.

2. If the patient develops a grade 3 or 4 rash during treatment in this cycle then withhold treatment until the patient recovers to at least their pre-therapy value.

   - **If the patient experiences a grade 3 or 4 rash during treatment...**
     - **Then...**
     - 1 or 2 times: reduce the patient dose to 75% of the previous dose, and resume treatment.
     - 3 times: discontinue use.

*¹ National Cancer Institute Common Toxicity Criteria.
Key take-aways

Content is the strategic business asset, not the deliverables

Platforms must support concise, personal messages & context-driven problem solving
For the IA

Adding granular content structure

Adding back-end authoring architecture which may look very different to output architectures

Going beyond the web!
What if I could take a piece of content and publish it to **multiple output channels**, all set to **display in different ways** (because of the rules that I set) **without having to handcraft** each piece of content separately?

Technical communicators have been doing this for years.
We must:

1. Fix the content
   - Make it format-agnostic
   - Break it up into reusable, well-modelled components
   - Apply semantic metadata that defines and describes it
   - Apply audience, applicability and context metadata to decide where and when to route it

2. Assemble and serve it more intelligently
   - Manage in systems that understand the content
   - Deliver and track smaller pieces
   - Empower users and systems to manipulate content
   - Use analytics and optimise
KEY TERMS
Fixing the content
Content model
Metadata
Component Content
Semantic (vs Structured)
Taxonomy
Intelligent, adaptive content

The #1 most important skill set for omnichannel is content strategy - know how to model content, measure success, and develop a strategy.
CONTENT MODEL

Defining our types of content
Kristina Halvorson, Brain Traffic
“Content Strategy Roadmap”

This is copywriting.
Kristina Halvorson, Brain Traffic
“Content Strategy Roadmap”

This is content.
7:00 am – 11:00 pm
Asda Sutton Superstore, Tuesday hours
Structural model of "store" content type

Create

Well tagged (machine-readable) description of "a store"

Transform

Map to machine-readable output with Schema.org metadata

Persistent metadata!

Index (Engine)

Your tools or 3rd Party, e.g. Google

Specific, relevant answer
Key take-aways

- CS handles planning & strategic alignment
- Modelling locks-in content definitions between people & systems
COMPONENT CONTENT

Change our units of use and management
NOW: Fixed, one-off deliverables.
NOW: Fixed, one-off deliverables.

FUTURE: RECONFIGURABLE. MADE OF STANDARDS-BASED, REUSABLE PIECES.
NOW: Fixed, one-off deliverables.

FUTURE: RECONFIGURABLE. MADE OF STANDARDS-BASED, REUSABLE PIECES.
NOW: Fixed, one-off deliverables.

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NOW: Fixed, one-off deliverables.

FUTURE: RECONFIGURABLE. MADE OF STANDARDS-BASED, REUSABLE PIECES.

Consistent content that complies with a model is scalable, adaptable.
Fixing the content

Break up content into format-free components
Fixing the content

Change the “unit of use”:

Documents or Pages

VS

Components
(aka modules, topics)

Fragments
Variables
Case study: Content Reuse: A Super-Simple Way to Get Started (source)
SOCIAL MEDIA CONTENT

HOW TO USE IT TO SCORE A GOAL:
Before planting your brand flag on a particular social platform, follow these guidelines to make sure your efforts are optimal content marketing success:

1. **Carefully cultivate your social soapboxes**: Understand the unique characteristics of each social platform you consider working with, and decide on a case-by-case basis whether it’s a good fit for your outreach intentions.

2. **Listen and learn**: Spend time joining conversations and building relationships before you start to share your content; and be prepared to join in the banter without sounding uninformed, self-promotional, or out of touch with other members of the social community.

3. **Don’t be afraid to get creative**: Instead of just pasting in pieces of your typical business content, try creating something original and less formal, such as a peek behind the scenes at one of your company’s social functions, or an informal photo tour of your office facilities.

**Reusable & re-purposable**

**Reused from case study repository. Candidate for adaptive**
Airbnb

**WHY WE LOVE IT:**

In early 2015, Airbnb launched a glossy print magazine called Pineapple. The magazine incorporates beautiful, curated print graphics with the brand. Airbnb decided to move in this direction after its marketing team realized that the majority of its customer experience takes place offline. Our team loves Airbnb's clearly defined editorial mission, its focus on customer stories, and its methodical approach to test market Pineapple.

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**Reused:** Weekly social post

- [Content Marketing Institute](https://www.contentmarketinginstitute.com)

  Last week in Content Marketing Examples...

  This Week in Content Marketing Examples...

  This Week in Content Marketing Examples...

  This Week in Content Marketing Examples...

  This Week in Content Marketing Examples...

  This Week in Content Marketing Examples...

  This Week in Content Marketing Examples...

  This Week in Content Marketing Examples...

  This Week in Content Marketing Examples...

  This Week in Content Marketing Examples...

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  This Week in Content Marketing Examples...

  This Week in Content Marketing Examples...

  This Week in Content Marketing Examples...

  This Week in Content Marketing Examples...

  This Week in Content Marketing

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**Reused:** e-book: *75 Examples to Spark Your Content Marketing Creativity*
Platform

Journey Map Management
Component Authoring
Component Management
Serve & Transform
Headless CMS
Mine & target
Taxonomy Management
Measure
Analytics

Generic content
Multichannel delivery
Personalised / contextual content

Everyone
Audience A
Audience B
Scenario C
Scenario D
What’s the catch?
How are you going to find, sort, and deliver all these little pieces?
METADATA

Defined as “data about data” – that you’ve probably already heard, but there’s always more to think about
Metadata scope

Info Product
(deliverable, map, document...)

Module
(topic, article...)

Fragment
(block, container, para, section...)

Inline
(element/tag)

Metadata identifies things so that you can find them and send them on their way

Break up content into format-free components
BASIC CONTENT TYPING AND MODELLING

Building in the needed intelligence
imageCLASS
MF8010Cn
Xử lý tài liệu chỉ bằng một nút nhân: in, quét, copy màu

imageCLASS MF8010Cn được trang bị một giao diện mới với các phím nhân giải pháp giúp bạn quét vào máy tính cũng như liên hệ các thao tác đơn giản một cách dễ dàng:

- Tốc độ in (A4: bàn in đơn sắc / bàn in màu): có thể lên tới 12/8ppm
- FPO (A4: bàn in đơn sắc / bàn in màu): 22/28.5ppm
- In, quét, copy, kết nối mạng LAN có dây

Hình ảnh

Công nghệ say theo nhu cầu

Công nghệ say theo nhu cầu độc nhất vô nhị của Canon sẽ truyền một tro tiếp tới công cụ tạo nên bảng sự, ví thế sẽ giảm thời gian làm nóng máy tới mức tối thiểu bằng không và có thể tiến hành thao tác in bản đầu tiên nhanh chóng.

Kết nối mạng LAN có dây

imageCLASS MF8010Cn cön hỗ trợ kết nối Ethernet 10 / 100 Base-T/TX tích hợp.

Quét vào USB

Quèt vào USB

Nếu sử dụng có thể quét và lưu tài liệu vào 60 phiên USB flash (dạng dạng file PDF).

Reverse engineered

Model: imageCLASS MF8010Cn
Tagline: Xử lý tài liệu chỉ bằng một nút nhấn: in, quét, copy màu

Key Feature List:
- Tốc độ in (A4: bấm in đơn sắc / bấm in màu): có thể lên tới 12/8ppm
- FPOT (A4: bấm in đơn sắc / bấm in màu): 22/20.5 giấy
- In, quét, copy, kết nối mạng LAN có dây

Feature Details:
- Công nghệ say theo nhu cầu
  Công nghệ say theo nhu cầu độc nhất vô nhị của Canon serta chuyên những嘴角lık tới công cụ toà nhà hệ thống, vi thế sẽ giảm thời gian làm nóng máy tới mức tối thiểu bằng không và có thể tiến hành thao tác in bẩm đầu tiên nhanh chóng.

Supplementary Product Images:

Quét vào USB:
Nếu sử dụng có thể quét và lưu tài liệu vào ổ cờ USB fach (dịnh dạng file PDF)
Your content creators & customers will internalize your models.
Each component type have associated guidelines for copy, metadata, structure and processing.

The consistency makes components adaptable, manageable, reusable, and automation-ready.

Content types

Media

Taglines

Short Descriptions

Key Features Lists

- Durable, resilient flooring resists damage caused by high traffic footfall and rolling equipment.
- Low maintenance, coating-free flooring needs little more than tap water for cleaning, keeping your facility free of chemical contaminants that affect students and staff.
- Reduces life cycle costs thanks to simplified maintenance, while exceptionally hard wearing rubber outlasts the average span of facility renovation cycles.
- Low VOC emission floor coverings support healthy indoor air quality and do not contain PVC, plasticizers (phthalates) or halogens (e.g. chlorine).
- Ergonomic support reduces strain on staff while simultaneously providing a slip-resistant surface for high-activity student areas such as gyms, hallways and auditoriums.
- Acoustic control reduces footfall noise and echoes for a less disruptive learning environment.

Testimonials

“[This company’s products provide a comfortable, low-maintenance and long-lasting solution that will be here long after we’re gone. That’s why we chose it.]”

— Customer Name, director of facilities, XYZ School

Calls-to-Action

Learn more about building a better learning environment at www.company.com/us/education

So kids can be kids.
Content type vs model

**Content type** = the semantic metadata structures of one classification of content asset

<table>
<thead>
<tr>
<th>Content Type (Artist Profile)</th>
<th>Label</th>
<th>Description</th>
<th>Field Name</th>
<th>Type</th>
<th>Required</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Artist Name</td>
<td>Name of artist</td>
<td>artist_name</td>
<td>Textfield</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Summary</td>
<td>Article subhead</td>
<td>summary</td>
<td>Textfield</td>
<td>x</td>
<td>Also displayed on search results and article lists</td>
</tr>
<tr>
<td>3</td>
<td>Author</td>
<td>Author of the profile</td>
<td>author</td>
<td>Reference (Author)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Image</td>
<td>Main artist image</td>
<td>image</td>
<td>Image</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Body</td>
<td>Body of the profile</td>
<td>main_body</td>
<td>Textarea</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Slideshows</td>
<td>One or more related slideshows</td>
<td>slideshow</td>
<td>Reference (Slideshow)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Videos</td>
<td>One or more related videos</td>
<td>video</td>
<td>Reference (Video)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Image adapted from Rachel Lovinger: bit.ly/alacmms
**Content type vs model**

**Content Model** = the structural relationships and roles of various content types (not pages!) working together.

![Diagram of Content Model](bit.ly/alacmms)
SEMANTIC (VS STRUCTURE)
Semantic vs. Structure

• Structure is the basic, universal container of content

• Content is semantic when its meaning is explicit in its metadata
@nozurbina


Image inspired by Rahel Bailie’s “Flow Diagrams”, see “Content Strategy: Connecting the dots between, business, brand and benefits”
How we naturally think about content
Structured v. Semantic (continued)

Rank the following labels in terms of “Semantic” quality as 1, 2 or 3 where 1 = “not really semantic”, 3 = “very semantic”

1. section 11. procedure
2. list 12. table
3. paragraph 13. hero
4. metadescription 14. phrasehighlight
5. note 15. italic
6. calltoaction 16. tagline
7. taskstep 17. syntaxtable
8. missionstatement 18. Installationtask
9. chapter 19. H1
10. concept 20. carousel
The **content model** is the backbone of adaptive, cross-media, omnichannel content strategies.

When your semantics are explicit in your content, machines can help you **reuse, transform, translate or format** it.

Image inspired by Rahel Bailie’s “Flow Diagrams”, see “Content Strategy: Connecting the dots between, business, brand and benefits”
Whitepaper, Blog, Leaflet, YouTube

Whitepaper

Blog Post

YouTube

Leaflet

Topic Overview

Case Study

Title, Short description

Video

Title, Image, Short description

Video
Whitepaper

Product/Feature Overviews

Mobile Chat(Bot)

Web Chat(bot)

Showcase is a new way to share with Dropbox. With Showcase you can select files from your Dropbox account, arrange them onto a single page, and share it.

Where can I learn more?

We have several articles and videos that you could look at…
Adaptive content model

Whitepaper

Product/Feature Overviews
Adaptive content model

Whitepaper

“...Dropbox Showcase is a way to share your work with partners and clients on a single page. You can guide people through your content, add your own branding, and automatically keep track of who views, downloads, and comments.”
TAXONOMY

Categorising our content and concepts
Content categories: Taxonomy

Cross-platform tagging enables unified strategies
Each value = a taxonomy facet
Adaptive content model & reuse

Whitepaper

Case Study: Pharma

Pharma deliverable

Case Study: Education

Education deliverable
Adaptive content model & reuse

“The average B2B firm has roughly seven internal stakeholders to align” – Forbes (source)
What content when?

• Go through the 5 Ws, **thoroughly**:
  – Who, what, when, where, why
• Establish adapting rules for your matrix of content
  – Scenario and Output columns

Putting it together

Content | Model | Users | Scenarios | Outputs
---|---|---|---|---

**Content Type**
- Product Overview
  - Product Name
  - Model Number
  - Tagline
  - Short Description
  - @audience
- Media
  - Image
  - @class
- Key features
  - Feature
  - Feature Details
    - Feature
    - Name
    - Description

**Users**
- Him
- Her

**Scenarios**
- USB gadget buyers

**Outputs**

Segment, product, & context taxonomy
Layering the architecture

Layered processes scale better – especially across repositories & channels

1. Create (or extract) & categorise components (manual or automatic)
2. Manage & translate in “Headless” mode
3. Content Assembly (manual or automatic)
4. Layout & delivery (manual or automatic)

Unified strategy
Omnichannel governance
Documented standards
Cross-platform categorisation
Adaptive content

Use of same assets for multiple scenarios

Minimum effort & inventory

Maximum customer delight
EXERCISES

Exercises

• Read through SC_Whitepaper
• Mark up corresponding sections in the SimCorp Front Office Insights brochure
  – Name all the things
Metadata scope

Info Product
(deliverable, map, document...)

Module
(topic, article...)

Fragment
(block, container, para, section...)

Inline
(element/tag)

Break up content into format-free components
Discuss: Adaptation opportunities

• How could the model be improved for omnichannel use?
• What parts of the model could be broken out into reusable, modular components?
• How would we change the model to support adaptation by audience or context. Specifically, for:
  1. A more impatient reader who just wants the gist?
  2. A more risk-focused reader?
What you can do now

- Create tools for communicating with colleagues
- Discover new opportunities for reuse
- Update style-guides and authoring patterns
- Set the stage for future automation or platform updates
What you should do now

Do omnichannel readiness review (people, process, platform, positioning)

Audit the current state

Build detailed, multi-context journeys/stories

Consider the metrics & KPIs

Establish feasible, conservative scope

Model & implement Min. Viable Prototype
Get EUR 100 off OmnichannelX 2019
using the code: 100EU1IA

Get EUR 100 OFF
www.omnichannelx.digital
Or search for “omnichannel conference”
You might also like

- Multi-Dimensional Content Strategy
- Storming the Castle
- The biological imperative for intelligent content
- Integrating our online & offline worlds
- Content Strategy