

CONTENT STRATEGY

What role does content strategy & design play in authoring content for frontline workers?

Inkling creates a framework to unleash employee potential in three critical ways:

- Meet your employees where they are, on the devices they use most, with digitally enabled tools to get work done right, the first time
- Align organizations strategic initiatives by communicating out to the field in real time with context on decisions and analytics on engagement
- Foster brand advocacy in your associates to promote discretionary effort and develop loyalty



Broad Application
Portfolio



Mission Critical
Content



Smart
Integration



Business
Intelligence

By understanding your content strategy we are able to help our customers:

Current State of Content

- What kind of content do you have today?
- What is working well with your content?
- Is there anything you would like to change?

Audience

- Who is the content intended for?
- When and how do they use it?
- How do users know about and find the content they need?

Content Creation & Governance

- Who creates your content?
- How is your content distributed?
- What is your content review process?
- How often is content updated?

Desired Future State of Content

- What is your vision for your content in Inkling?
- What are your top goals for your content?
- How do you want users to engage with your content?

Here is a worksheet to help you assess the current state of your content

Content Strategy Goals

What would you like the content to achieve for the business?

What are their top priorities/goals for their content?

What are the types of content you are making?

- Training materials to onboard and upskill.
- Marketing materials and learning resources for continuous learning.
- Reference guides

Distribution & Audience

How is it distributed? (what format, how does the user access it?)

Who is the audience?

Where and how do they use it? What are they trying to do by reading the content?

Content Development

What documents do you have or are you creating today?

How is their content developed today?

Development Process

What is working well with their current process?

What are their current pain points in content development/distribution that we trying to help them solve?

Content Feedback

What do they like about their current content (ie, what should be retained)?

What are their current pain points/what problems in the content itself we trying to help them solve?