

## “Think Like a Publisher” vignette transcript

Just like PowerPoint took over business communications over a decade ago, we see multimedia and video coming like a tsunami to land in our daily business communications. In December of 2009, viewers watched more than 10 billion videos online. This high demand for video consumption is a precursor to high demand for production. Is your organization ready?

John Chambers, the CEO of Cisco, touched on a lot of this recently when he was presenting at the Cisco Systems Partner Summit. He told the group that video will be changing the way people communicate and do business--that collaboration and communication will be primarily video based. And he predicted that video will soon account for 90% of all network traffic. “It’s about video, period.” Chambers said.

The growing appeal of multimedia and video raises the question, “Who will create these programs?” Whether you have an internal or outsourced production resource, they’ll ask you to optimize two of three factors--quality, speed, and cost.

We see three additional factors and think all six need to be simultaneously optimized:

- The volume of content that will come from use of digital media
- The ability to tailor so it is relevant to each audience and
- The ability to personalize

Traditional production methods tend to be expensive, require too much lead time and result in what we call a single-purpose point production. But the ad-hoc crafts of individuals lead to inconsistencies, and variations in quality, with hidden costs, as far too many organizations discovered with previous experiences around PowerPoint.

Let’s consider some of the variations that are required in order to customize a story so that it is relevant by audience roles, and their specific needs, issues or interests, the different stages of the buying process, or industries, and the different competitive alternatives they have to consider and what the purpose of the communication is—is it to capture attention, is it to influence criteria, is it to create urgency, educate, is it to deliver proof points or simply to explain a process? Where are people coming from as they enter the story and what do we need to say at the front to set up their listening? Where do we want them to go next—onto other content or some specific call to action. In order to deal with these variations and be able to build out finished programs that are tailored, a database approach is really the best way to accomplish this--as well as to maintain the underlying content that’s needed to meet all these variations.

Despite these challenges, we see a significant opportunity for organizations to use customer communications to actually create value for customers and gain a competitive advantage. We suggest that they do this:

- by leveraging training investments going beyond those periodic events, and adopting continuous just-in-time coaching delivered right at the point of business
- by leveraging PowerPoint and audio for simple, practical low-cost ways to provide coaching on domain topics as well sales messages, and
- by leveraging marketing content, converting it into more dynamic multimedia assets that get delivered in multiple delivery methods.

To create the digital media content required by marketing and sales today, and to address the operational challenges, organizations need a new approach, a new process. We use the term "think like a publisher." An ABC news producer once told me, "You have to create the obituary before the person dies." This is one of the best, simplest explanations for what it means to get our mindset into that of "thinking like a publisher."

We invite you to forward this vignette to colleagues that might be interested in these topics. To access the microsite, simply click on the screen and with a simple log-in, get access to all of this content.

<http://content.avitage.com/Enter-Content-Strategy-and-Execution-Microsite.html>