

Ten Brand Publishing Core Competencies



Content Planning – Establishing an editorial management team, structure, and process to facilitate cross-functional content planning, investment, and collaboration across the enterprise.



Content Sourcing – Establishing a centralized content sourcing capability and process to manage large teams of internal and external content creators and enforce content standards from corporate marketing.



Content Targeting – Leveraging a well-structured targeting taxonomy and common customer profile data to improve content utilization, relevance and performance.



Content Governance – Establishing a set structure, tools, skills and solutions that help corporate marketing to control the quality and compliance of marketing content assets across large complex enterprises.



Content Assembly – The systematic planning, production, and assembly of modular content elements into highly effective marketing content assets that are easy to personalize, distribute, and reuse.



Content Distribution – Putting in place systems, managers and processes for coordinating, delivering, and tracking content across a wide variety of digital sales, marketing, and media touchpoints.



Content Measurement – Establishing analytics, tracking and reporting to better understand, measure, and optimize core content economics in one place – including: speed, cost to sell, utilization and impact.



Content Architecture – A structure to help content creators to consistently plan, produce, and target content that supports the customer journey, supports value conversations, and is easy to reuse.



Publishing Systems – Re-engineering and enabling an end-to-end publishing process to support the creation, management, distribution and tracking at scale across the enterprise.



Publishing Skills – Acquiring, developing and diffusing core skills needed to support the planning, creation, assembly, targeting and optimization of content assets in an enterprise publishing model.