Bringing Formal Structure to Marketing Content
Rahel Anne Bailie
Chief Knowledge Officer, Scroll

15+ years content strategy
10+ years tech communication
5+ years business communication

Consulting / Instruction / Author
• UK’s only full-service content company
• Provider of writing, editing, content design, user research services
• Content strategy, content engineering, IA, and taxonomy services
• Certified training for content professionals
WHAT WE WILL COVER TODAY

- New demands on marketing content
- How structured content works
- Benefits of structured marketing content
NEW DEMANDS ON MARKETING CONTENT
“We want omnichannel marketing”
Omnichannel and personalisation

• From the right sources
• On the right platforms
• To the right audiences
• At the right moments
• Through the right channels
• With the right configuration
• In the right formats
• In the right versions
• In the right languages
• In the right media
• At the right times
• In the right contexts
The cost of acquisition

It costs five times as much to attract a new customer, than to keep an existing one.

https://www.mycustomer.com/experience/loyalty/infographic-customer-acquisition-vs-retention-costs
The cost of retention

89% of companies see customer experience as a key factor in driving customer loyalty and retention

https://www.mycustomer.com/experience/loyalty/infographic-customer-acquisition-vs-retention-costs
Content is the top enabler for existing customers

80% of companies believe they deliver a superior customer experience, but only 8% of their customers agree.

Bain & Company from Harvard Management Update

https://www.slideshare.net/custthermometer/22-customer-retention-stats
Across your brand

Content:
• Is the front door to your digital presence
• Is how content consumers understand your brand
• Is a critical aspect of acquisition
• Paves the way to customer retention
• Helps with renewal
Structured content can help
HOW STRUCTURED CONTENT WORKS
Two aspects of structure

<table>
<thead>
<tr>
<th>Structure at presentation</th>
<th>Structure when authoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Recognised standards used by systems such as Web CMSs and search engines</td>
<td>• Recognised standards used by people to bring editorial structure</td>
</tr>
<tr>
<td>• Allows systems to understand context</td>
<td>• Use schemas with advanced metadata (“semantics”)</td>
</tr>
<tr>
<td>• Helps with multiple contexts for personalisation</td>
<td>• Consistency helps with processing for more outputs with less effort</td>
</tr>
<tr>
<td>• Facilitates search, sorting and filtering</td>
<td>• Reduces maintenance cost while improving accuracy and consistency</td>
</tr>
</tbody>
</table>
Presentation side
Content Structure: Event

<table>
<thead>
<tr>
<th>Property</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>name (required)</td>
<td>Text</td>
<td>The name of the event. This is shown in the rich snippet. See specific policies about event names below.</td>
</tr>
<tr>
<td>url (required)</td>
<td>URL</td>
<td>A link to the event’s details page. * Required if the event’s details are on a different page. If the event is described on the page you are marking up, there is no need to mark up the url property.</td>
</tr>
<tr>
<td>location (required)</td>
<td>Place or PostalAddress</td>
<td>The location of venue of the event. A text string is permitted, but we recommend that you represent the location by using a nested Place or Organization to separately specify a venue name and its address.</td>
</tr>
<tr>
<td>startDate (required)</td>
<td>Date</td>
<td>The starting date and time of the event. See important information about the requirement for ISO 8601 date format.</td>
</tr>
<tr>
<td>offers (optional)</td>
<td>Offer</td>
<td>An offer to buy tickets for this event. If present, some subfields are required.</td>
</tr>
<tr>
<td>offers.price (required)</td>
<td>Number</td>
<td>The lowest available price, including service charges and fees, of this type of ticket.</td>
</tr>
<tr>
<td>offers.priceCurrency (required)</td>
<td>Text</td>
<td>The 3-letter currency code.</td>
</tr>
</tbody>
</table>

Righteous Babe Records

Ani DiFranco in Concert

A Vancouver favourite returns: American singer, guitarist, multi-instrumentalist, poet and songwriter Ani DiFranco performs with special guests Rupa and the April Fishes.

More details

Date and time

March 5 2016, 8:00 p.m.

Location

Vancouver Playhouse, 600 Hamilton Street at Dunsmuir
Vancouver

Contact

1.877.840.0467 Tickets Tonight

Event details

Ani DiFranco first played Vancouver in July of 1992 at the Vancouver Folk Music Festival. Barely out of her teens, she became an instant favourite of thousands and has performed regularly in Vancouver ever since. Her last appearance was at the same festival where she began, in 2014, where she received a standing ovation from 10,000 folks wielding only her wit, her voice and an acoustic guitar.

Credit: http://vancouver.ca/news-calendar/ani-difranco-mar-5-2016-8pm.aspx
## Content Structure: Recipe

**Ingredients**

<table>
<thead>
<tr>
<th>Ingredient</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 free-range eggs</td>
</tr>
<tr>
<td>10g/3oz butter, diced</td>
</tr>
<tr>
<td>salt and freshly ground black pepper</td>
</tr>
<tr>
<td>2 tsp olive oil</td>
</tr>
</tbody>
</table>

**Method**

1. Crack the eggs into a bowl and beat with a fork until smooth. Stir in the cold diced butter.
2. Season the eggs with salt and freshly ground black pepper.
3. Heat a heavy non-stick frying pan over a high heat and add the oil. When the oil is smoking-hot, pour the eggs quickly into the pan.
4. Using a wooden fork or a spatula and working in a circular motion, move the eggs in the pan around, while at the same time moving the pan back and forth across the heat. Allow the eggs to start coagulating.
5. Stop moving the pan. Allow the eggs to form a light skin, and then remove the pan from the heat.
6. Pick up the pan and tilt the handle upwards and away from you. At the same time, tap the handle of the pan so that the omelette moves towards the opposite end of the pan.
7. Using the side of a fork, fold the omelette in towards the middle on both sides to form a cigar shape.
8. Tip the omelette onto a plate. Serve immediately.

Credit: https://developers.google.com/structured-data/rich-snippets/recipes

Credit: http://www.bbc.co.uk/food/recipes/theperfectomelette_86680
Authoring side
Authoring has lots of administrative overhead

**ORIGINAL INTENT**

Go to the main menu.
Laptop: Press Escape...
Tablet: Tap the X...
Phone: Touch or or...?
eBook: [depends on format]
Or choose **Back** from the menu bar.

**WEB**

- Go back to the menu.
- Press Escape.
- Or choose **Back** from the menu bar.

**TABLET**

- Go back to the menu.
- Tap the X.
- Or choose **Back** from the menu bar.

**iOS**

- Go back to the menu.
- Touch .
- Or choose **Back** from the menu bar.

**ANDROID**

- Go back to the menu.
- Touch .
- Or choose **Back** from the menu bar.
Authoring efficiency

CODA (Create Once, Deliver Anywhere)
- Keep all versions in one place
- Use semantic tags for personalisation
- Efficiency during ongoing maintenance
- Keeps content synchronised and accurate
- Good for the brand and for users

Go back to the menu.
Press [label-ESC].
Touch .
Touch .
Tap the X.
Or choose [label-BACK] from the menu.
How do I change my username?
You can customize the web address for your profile by choosing a username. To change your username:
1. Click at the top right of any Facebook page and select Settings.
2. Click Username.
3. Enter your new username and your password, then click Save Changes.
Page admins can also change their Page's username. Learn how to change your Page's username.
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BENEFITS OF STRUCTURED MARKETING CONTENT
Structure + Semantics = Intelligence

- Content structure
- Semantic metadata
- Intelligent content
Semantic metadata

• Semantics = meaning
• More meaningful descriptive metadata
• Fine tunes our content for multiple contexts
• Segment to “slice and dice” content for specific personalisation needs
• Get better analytics for ongoing improvements
Recipe example:

- **Category**
- **Type**
- **Meal**
- **Audience**
- **Equipment**
- **Preparation time**


- `<p audience="novice" type="quick" meal="breakfast,lunch"> This easy-to-make egg dish is perfect for an easy ...</p>`
- `<p audience="foodie" type="quick" meal="brunch"> This flavourful omelet is perfect for an elegant ...</p>`
Discoverable

In practical terms:
• Content is automatically discoverable

Means:
• Search engines can find your content because it understands not only the text but the intent of your meaning

Try this at home:
Search for “wine bar” > places to drink wine
Click “Shopping” tab > wine cabinets
Re-usable

In practical terms:
• Content can be re-used across topics

Means:
• Content components can be used in “mix-and-match” ways to build new topics or output to different formats

Try this at home:
Look for content that can be re-used in multiple places (hint: compliance statements)
**Re-configurable**

In practical terms:

- Content can be repurposed in different contexts

Means:

- Content can be automatically sorted/filtered and included/excluded in different ways

Try this at home:
On a shoe-shopping site, find all the categories that show the same pair of red-heeled boots.
Adaptable

In practical terms:
• Content can adapt to specific contexts

Means:
• Content can be served up in different ways, depending on the device, audience, market, or other personalisation variables

Try this at home:
Notice the differences between the amount of content shown in LinkedIn articles on your phone and desktop.
Resources

Microformats

http://schema.org

Schemas for SEO

http://www.wordstream.com/blog/ws/2014/03/20/schema-seo

Structured markup (behind the scenes)

https://developers.google.com/structured-data/policies

Authoring markup

https://techwhirl.com/what-is-dita/

Learn DITA

http://www.learningdita.com/

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rahel.bailie@scroll.co.uk

By telephone:
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