

Content Operations Discovery and Planning



Build a Roadmap Toward a Streamlined Content Operation

Customer-centric organizations want to ensure that the message your customers hear is consistent with the marketing strategy you've worked so hard to develop. That's difficult to achieve if disparate teams, broken processes, and scattered point solutions create barriers to delivering exceptional content and a cohesive message.

That's why Content Operations Discovery and Planning is designed for facilitated discussion on the specific challenges and opportunities in your content operation. Our Professional Services team leverages a framework to understand how marketing's critical jobs to be done are performed in your organization, and helps you clearly identify the paths to improvement. Working together across teams and roles, you'll build a roadmap to guide your organization toward greater maturity in the process governance, cross-team orchestration, and tactical execution of marketing activities.

"My goals were to organize and streamline our content operation, along with making the right content more accessible to sales. We achieved all of those goals."

- Emily Reynolds, Senior Director of Marketing at Phunware

Outcomes You'll Achieve

Content Operations Discovery and Planning addresses people, process, and technology questions such as:

- What processes support critical jobs to be done?
- What teams and tools are involved in these processes?
- What would an ideal or improved future state look like?
- How would improving the current state add value to the organization?
- What are the risks and costs of inaction?
- What else could teams prioritize by solving these challenges?

This workshop provides an opportunity to clearly focus on your vision for a future-state content operation and allows stakeholders from marketing and sales teams to:

- Identify and document process gaps and pain points among the teams, tools, and processes within the content operation
- Outline how people, processes, and technology should support one another going forward
- Prioritize actionable steps to resolve pain points
- Review existing taxonomy to understand the strategy and structure currently in place
- Consider opportunities for technology integration or consolidation
- Identify risks and outline a risk mitigation plan
- Create a comprehensive roadmap to guide actions toward greater content operations maturity

| | Plan | Produce | Distribute | Analyze |
|----------------------|---------------------------------------|--|--|---|
| Governance | Align themes and budget with strategy | Green-light execution & manage escalations | Ensure alignment to strategy and targets | Assess returns on strategy and tactics to inform planning |
| Orchestration | Orchestrate integrated planning | Provide visibility and coordination across teams | Compile and personalize journeys | Assess operational health |
| Execution | Build asset level plans | Create and contextualize content at scale | Publish and amplify | Analyze performance |

Customer-centric Strategy | Strategic Taxonomy | Integrated Martech Stack