Intuitive STACK

Unlocking revenue: The power of content strategy

Content is not your business. It's ours.

PRESENTED BY

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Our services

Content Strategy

Start with the big picture: what do you want to achieve? Our content strategy service is designed to ensure you are set up to succeed. Whether it's a comprehensive examination or a quick checkup.

Brand values

Accessibility

Localization

Search/SEO

Governance

Metrics/analytics

User Experience

Let Intuitive Stack show you how to use your content to increase revenue. We'll work with you to improve how people experience your website and even your products. Our user experience service ensures your content project will be healthy, stable, and flexible.

Information architecture

Content models

Reuse strategy

Metadata

Taxonomies

UX/UI

Content Operations

Nobody is getting cut open in these operations. Instead we let machines do the work they were created to do. Our team will help you reduce manual processes, redundancies, and errors.

Automated publishing

Reuse strategy

Style guides

Tool selection

DTD/Schema development

Gap Analysis

You got your diagnosis, but no two treatment plans are the same. With our gap analysis service you'll have a prescription for what ails you. You'll be ready to make the change, be it strategic or operational.

Business case

Increase revenue   Build brand loyalty   Extend scope   Manage risk   Increase efficiency
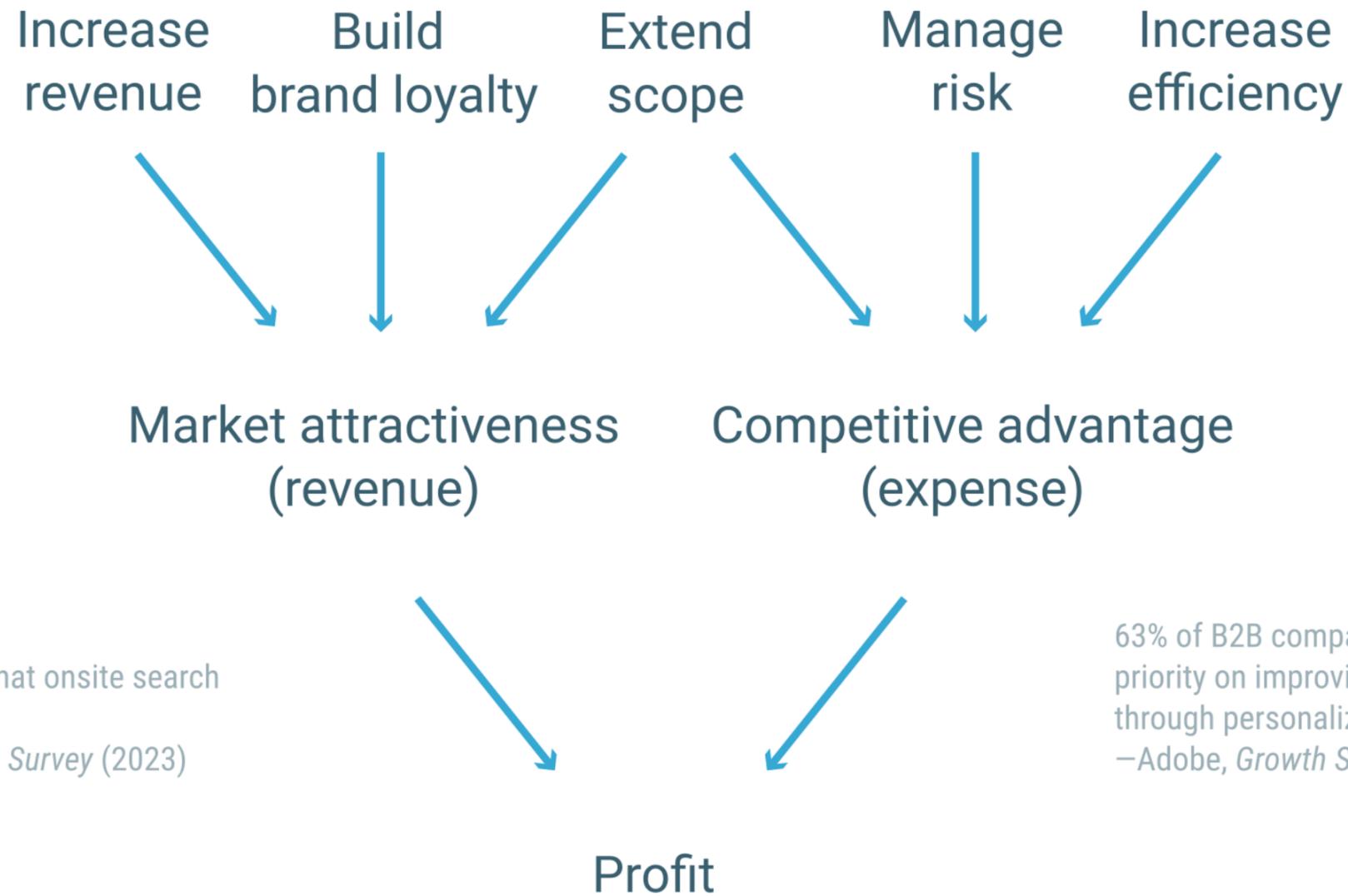
Revenue is the #1 priority that drives decisions for business leaders.
It ranks dead last for technical documentation.
—Heretto, *Measuring the Value of Technical Documentation* (2021)

Market attractiveness (revenue)   Competitive advantage (expense)

67% of companies report that onsite search drove higher conversion
—Adobe, *Growth Strategies Survey* (2023)

63% of B2B companies have put a higher priority on improving customer experience through personalization of content.
—Adobe, *Growth Strategies Survey* (2023)

Profit

Adapted from *Content Strategy*, Bailie, R.

Content affects and is affected by your

28% of companies drive more than half of total company revenue from self-service digital channels.
—Adobe, *Growth Strategies Survey* (2023)
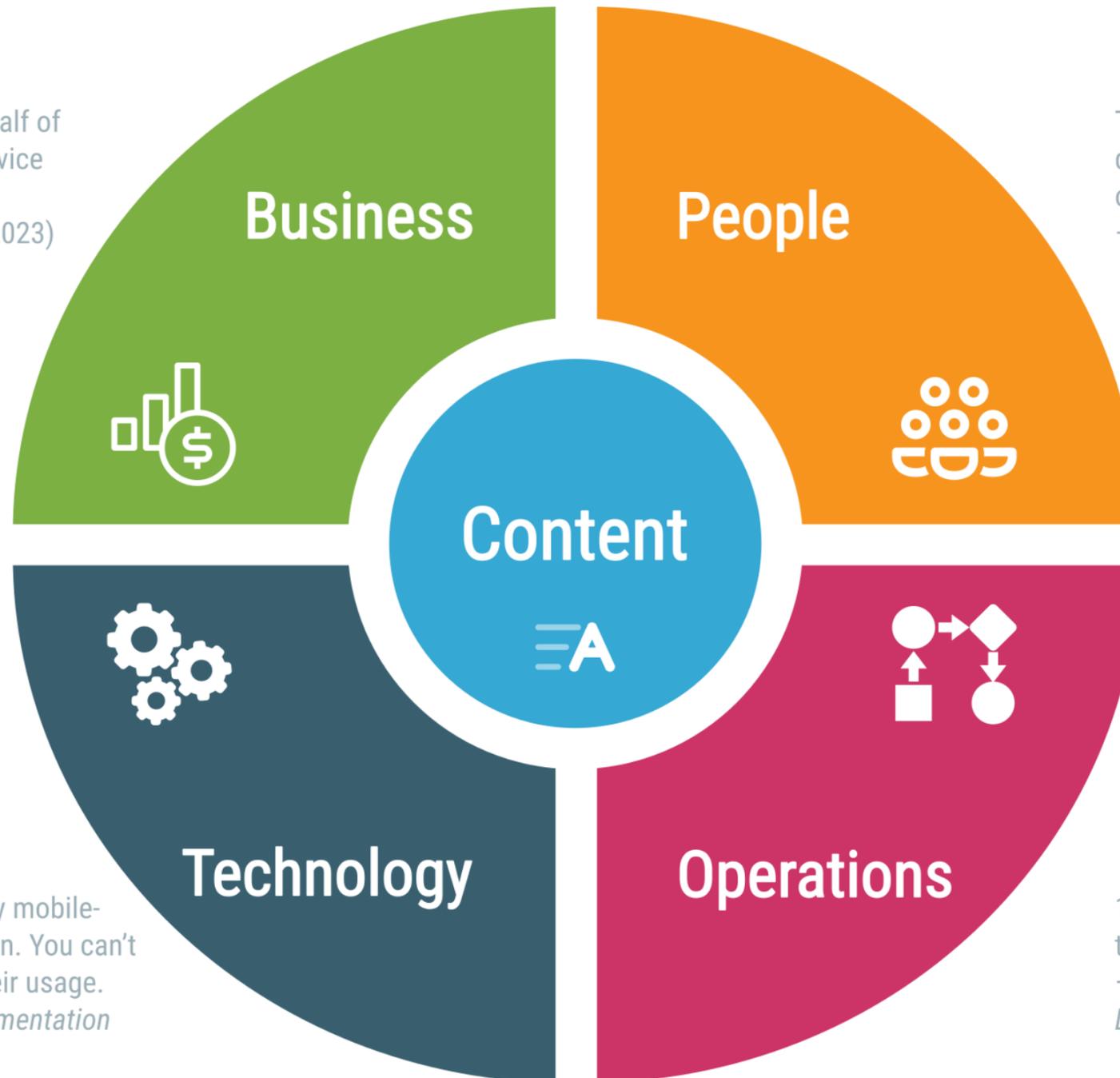
Teams with above-average documentation quality saw 278%-1525% lift to their overall organizational performance.
—Google, *State of DevOps* (2023)

PDFs are neither responsive nor are they mobile-friendly. They take multiple steps to open. You can't derive meaningful intelligence about their usage.
—The Content Wrangler, *Technical Documentation Industry Survey* (2021)

1 in 5 writers report inefficient processes is their #1 barrier to their goals.
—Heretto, *Measuring the Value of Technical Documentation* (2021)

Business

People

Content

Technology

Operations

Your content is everywhere

Where is your content used?

Top-left (green):

Brochures	Email
Channel partner docs	EULAs/Copyright
Data sheets	Legal disclaimers
HR policies & procedures	Newsletters
LinkedIn posts	Regulatory filings
OEM docs	RFP/RFI responses
RFP/RFI responses	Sales proposals
Sales proposals	SOWs
Tweets	Trade shows
YouTube	

Top-right (orange):

Context-sensitive help	Training
Embedded help	Tutorials
FAQ answers	UI labels
Online help	User guides
Images/photos	Videos
Infographics	Walkthroughs
Support knowledge base	Website
	White papers

Bottom-left (dark blue):

Android app	Config guides
APIs	Data model
App stores	DevOps docs
Architecture diagrams	Error descriptions
BI tools	iOS app
Code	Troubleshooting
Change requests	

Bottom-right (magenta):

Bill of materials	Product names
Content models	QA test plans
Customer journeys	Technical specs
Design documents	UX designs
Engineering docs	Variables
Product descriptions	

Multiplicity: how one piece of content becomes hundreds

1		4		6		4		3		2
product family	x	products	x	deliverables per product	x	delivery formats	x	target languages	x	audience demographics
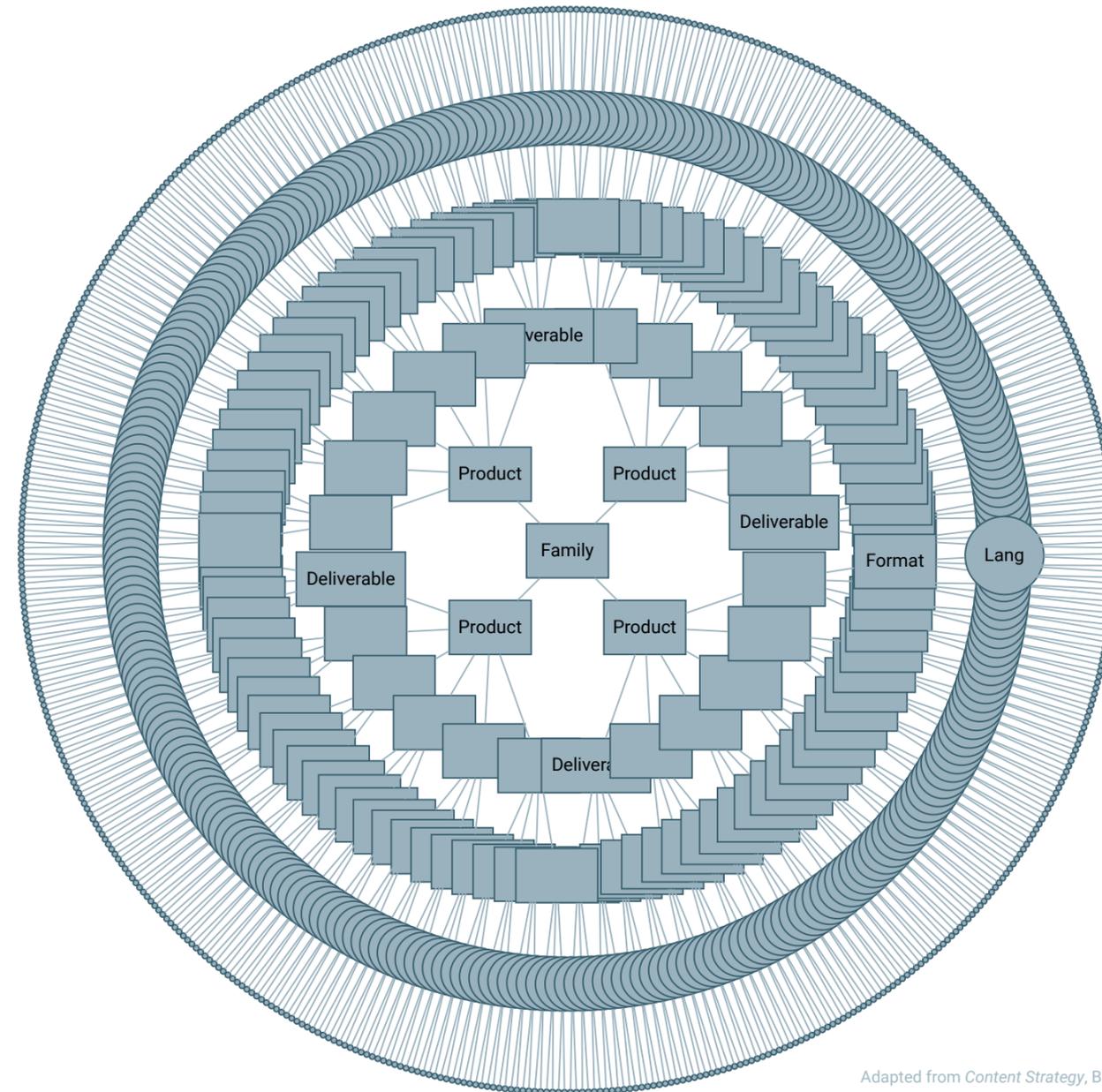
Adapted from *Content Strategy*, Bailie, R.

Maturity

Intuitive Stack — Content Maturity Model

Process maturity (vertical axis)

Organizational confidence (horizontal axis)

Reactive & Ad hoc

No or few standards, controls, or processes in place and quality is based on the individual creator.

Lack of knowledgeable leadership.

Little or no understanding of customer needs.

Tactical & Rudimentary

Templates and guidelines exist, but are not systematically enforced and may be ignored due to deadlines or resistance, leading to inconsistency.

Creators, while still isolated, may have a guild to share best practices.

Organized & Repeatable

Consistent processes exist that are systematically enforced.

Leader has a vision and content creators are knowledgeable about content value and best practices.

Quality is benchmarked against external standards and customer needs are considered.

Managed & Sustainable

Automation and content governance play a larger role.

Broader organization sees content as effective and helps them achieve their own goals.

Leadership may change without affecting the quality or attention to the role content plays in the success of the organization.

Strategic & Data-driven

Decisions are informed by analytics and insights, while best practices are innovative and always improving.

Highly-personalized and tailored content meets users where they are.

Content is seen as a strategic asset by executives, management drives honed processes, and creators seek alignment across departments.
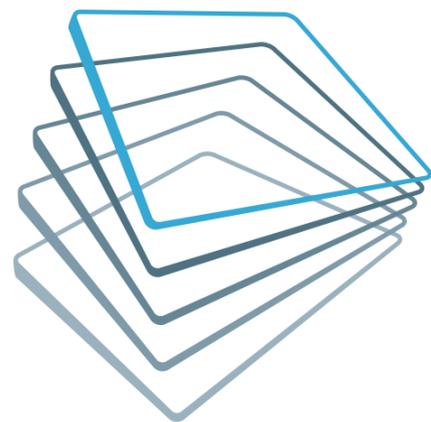
It's a journey: Functional to shiny

1. Functional, but no longer meets your needs. 2. Good bones, built with quality; keep the good stuff. 3. You've proven it's working, but there's more to do. 4. It's shiny (but don't ignore it; upkeep is needed).
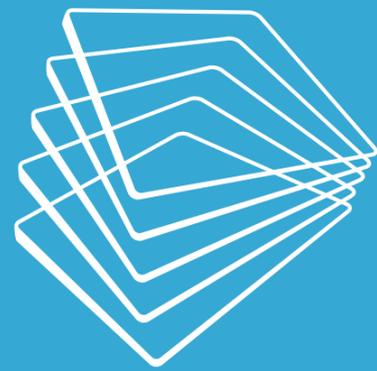
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