Customer experience:

When Techcomm meets Marcomm

**Audience**
- **Personas**
  - Intent and questions
  - Focus on people's behavior, needs, and questions.
- **Cohorts**
- **Segments**
- **Demographics**

**Strategy**
- **Activation**
- **Monetization**
  - See beyond the sales funnel.
- **Customer acquisition**

**Success metrics**
- **Customer satisfaction**
  - Go beyond content consumption as sole measure of success.
- **Revenue**
- **Market share**

**Content**
- **Useful, usable**
  - Demonstrate how tech content contributes to growth.
- **Unique Engaging Personalized**
  - Make relevance and usefulness matter more than engagement.

**Staff and skills**
- **In-house services**
  - Centralize services to avoid "product secretaries".
  - Build in-house content skills for the long run.
- **Agencies Creativity**

**Schedule**
- **ContentOps**
  - Leverage all forms of user feedback to update content continuously.
  - Deliver rolling messages to build momentum.
- **Campaign**

**Systems**
- **APIs for Content as a Service**
  - Call content from new interfaces, and connect it to other systems.
  - Structure your content and metadata for interoperability.
- **CMS DAM Social Media**

**Tasks Expertise**
- **Customer retention**
  - Position tech content as a source of growth.

**Expertise**
- **Cohorts Segments Demographics**

**Complete Accurate Standardized**
- **In-house Thoroughness**
  - Adopt Lean principles. Apply minimalism. Give info in context.

**Cost efficiency**
- **Customer retention**
  - Take motivation and emotion into account.
- **Customer acquisition**

**Target**
- **Customer satisfaction**
- **Revenue**
- **Market share**

**In-house services**
- **Agencies Creativity**

**Centralize services to avoid "product secretaries".**

**Build in-house content skills for the long run.**

**Leverage all forms of user feedback to update content continuously.**

**Deliver rolling messages to build momentum.**

**Structure your content and metadata for interoperability.**

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