Customer experience:

When Techcomm   meets Marcomm

Audience

Personas
Intent and questions

When Techcomm		meets Marcomm
Tasks **Expertise**	Take motivation and emotion into account	Focus on people's behavior, needs, and questions. **Cohorts** **Segments** **Demographics**

Strategy

Activation
Monetization

Customer retention — Position tech content as a source of growth.   See beyond the sales funnel. — **Customer acquisition**

Success metrics

Customer satisfaction

Cost efficiency — Demonstrate how tech content contributes to growth.   Go beyond content consumption as sole measure of success. — **Revenue**
Market share

Content

Useful, usable

Complete
Accurate
Standardized — Adopt Lean principles. Apply minimalism. Give info in context.   Make relevance and usefulness matter more than engagement. — **Unique**
Engaging
Personalized

Staff and skills

In-house services

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

Schedule

ContentOps
continuous delivery

Release — Leverage all forms of user feedback to update content continuously.   Deliver rolling messages to build momentum. — **Campaign**

Systems

APIs for
Content as a Service

CCMS
LMS
Knowledge base — Call content from new interfaces, and connect it to other systems.   Structure your content and metadata for interoperability. — **CMS**
DAM
Social Media