

3 WAYS THAT MARKETING CAN BENEFIT FROM PRODUCT CONTENT

Your tech pubs team produces product documentation, and a lot of it. This content has two important traits that are vital for your marketing collateral: it conveys the official view and messaging of your product and it provides tremendous value for your customers. So how can you leverage this information as part of your marketing efforts? There are three good ways to start:

→ 1. CREATE DIFFERENT VERSIONS OF DOCUMENTATION TOPICS

Today, most documentation teams create structured content. Content is created at the level of the topic, and semantically tagged for maximum reuse. What this means is that documentation is already split into meaningful “chunks” which can be marked according to their purpose and even their intended audience.

The benefit for marketing is that, by working with the technical communications team, marketing can have different topics, and even different versions of topics, marked for prospects at different stages of the sales cycle. These topics can then be:

- automatically displayed to prospective customers searching on the corporate site or portal
- integrated into dynamic marketing materials.

Working together with the documentation team will also reveal topics that are ideal for different marketing personas. These can also be tagged and reused for different marketing collateral according to your target audience.

→ 2. INCLUDE DOCUMENTATION IN YOUR CUSTOMER COMMUNITY

By publishing product documentation to your online customer community, you can allow them to directly engage with the latest product information. Again, this should be at the level of the topic – documentation should be published to your community in meaningful pieces of product information.

Engage your customers by allowing them to comment on product information within your online community, and enable your community manager to respond to customer issues immediately by linking to documentation topics within social conversations.



3. ADD LINKS TO INTERESTING OR NEW PRODUCT TOPICS IN YOUR EMAIL NEWSLETTER

Benefit from the documentation that has been published to your corporate portal or online community by providing links to particularly interesting or important topics from within your email newsletter. Once again, you can profit from the power of structured documentation by linking to different topic versions depending on your newsletter target: newsletters for prospective customers can link to the “prospect” version of a topic while newsletters for current customers can link to the more in-depth “user” version.

Your company’s investment in product documentation should be leveraged to the full. Use these steps to make sure that you are truly making the most of product content in your marketing efforts.