











1. Are you currently doing content strategy work?

		Response Percent	Response Count
Yes		90.5%	1,136
No		9.5%	119
answered question			1,255
skipped question			0



2. If you answered 'No', please tell us briefly why not.

	Response Count
	84
answered question	84
skipped question	1,171

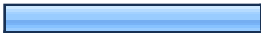

3. How many years experience do you have in content strategy?

		Response Percent	Response Count
1		10.6%	104
2-3		24.8%	244
4-5		19.7%	194
6-7		11.7%	115
8-9		5.1%	50
9-10		5.8%	57
10-15		13.5%	133
More than 15		8.9%	88
		answered question	985
		skipped question	270





4. Are you an...?

		Response Percent	Response Count
Employee		64.6%	636
Independent Contractor/Consultant		35.4%	349
		answered question	985
		skipped question	270











5. My current employer...

		Response Percent	Response Count
Has a role called 'content strategist'		38.3%	377
Doesn't have the role of 'content strategist'; it's just something I do as part of my job		61.7%	608
		answered question	985
		skipped question	270











6. On average, what percentage of your workweek is spent on content strategy tasks?

		Response Percent	Response Count
1-25		34.5%	340
26-50		32.1%	316
51-75		17.1%	168
76-100		16.3%	161
		answered question	985
		skipped question	270



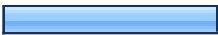











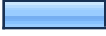





7. Who do you do content strategy for currently? (You can choose more than one)


		Response Percent	Response Count
Ad agency		11.7%	115
Content strategy consultancy		12.6%	124
Corporation		36.9%	363
Digital consultancy		22.1%	218
Financial institution		7.3%	72
Government agency		6.9%	68
Marketing/PR agency		16.2%	160
Non-profit		16.3%	161
University/educational institution		13.1%	129
Other (please specify)		17.2%	169
answered question			985
skipped question			270

8. What are your primary areas of expertise/interest/focus? (Choose all that apply)




		Response Percent	Response Count
DITA		4.9%	48
Editorial		65.8%	648
Governance		27.0%	266
Information Architecture		47.4%	467
Marketing		55.8%	550
Media/publishing		40.9%	403
Strategy		70.9%	698
Taxonomy		26.0%	256
Technology		29.3%	289
User experience		54.5%	537
	Other (please specify)		95
answered question			985
skipped question			270

9. Which tasks do you perform in your current role as a content strategist? (Choose all that apply)

		Response Percent	Response Count
Analytics		57.1%	562
Content Assessments/Audits		73.0%	719
Content Modeling		31.9%	314
Content Inventories		58.2%	573
Content Management Systems (CMS) - entering content		51.4%	506
Content Management Systems (CMS) - creating workflows		38.7%	381
Content Marketing		54.8%	540
Content Migration Planning		32.6%	321
Content Templates/Content Creation Plans		54.0%	532
Copywriting		62.9%	620
Editing		71.4%	703
Editorial Planning/Calendars		63.6%	626
Error Messages		17.1%	168
Gap Analyses		36.8%	362
Messaging Maps		14.9%	147
Quality Control		36.3%	358
Style Guides		57.8%	569
Search Engine Optimization (SEO)		52.2%	514
Site Map Development		28.6%	282
Social Media		52.9%	521

Taxonomy		35.8%	353
Wireframes		36.1%	356
Other (please specify)		8.0%	79
answered question			985
skipped question			270



10. How did you learn to do content strategy? (Choose all that apply)

		Response Percent	Response Count
Course work		15.8%	156
On-the-job training		66.6%	656
Self-taught		80.8%	796
	Other (please specify)		78
answered question			985
skipped question			270

11. If you could change one aspect of your current role, what would it be?

	Response Count
	579
answered question	579
skipped question	676

12. In your current role, is your strategic influence...

		Response Percent	Response Count
Multi-channel (covering all your company's content)		44.7%	435
Digital only (web and/or mobile)		55.3%	539
		answered question	974
		skipped question	281




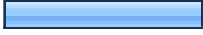



13. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	Response Count
	668
answered question	668
skipped question	587

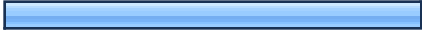



**14. Which initiatives would you most like to see this Content Strategy Collective focus on?
(Please select as many as you like.)**

		Response Percent	Response Count
Define content strategy, its best practices and skillsets		72.3%	731
Collect/curate/develop a library of best practices and case studies on content strategy		82.8%	837
Raise awareness about the roles that content strategy should play within agencies and businesses		60.9%	616
Identify potential career paths and roles		45.6%	461
Collect and promote content strategy job openings		52.6%	532
Collect information on meetups and events for content strategists		48.7%	492
Build relationships with existing content strategy/user experience groups and communities		49.7%	502
Identify and promote educational opportunities		51.4%	520
Create educational opportunities or certifications		42.3%	428
Create a directory of people and agencies offering content strategy services		32.9%	333
	Other (please specify)		70
		answered question	1,011
		skipped question	244

15. For launch, which content types should we focus on developing? Please choose up to three.

		Response Percent	Response Count
Blogs		43.9%	438
Case studies		70.8%	707
News articles		22.3%	223
Interviews		29.5%	294
How-to guides		67.6%	675
Online forums		23.3%	233
Video tutorials/webinars		35.5%	354
		answered question	998
		skipped question	257

16. Would you like to...? (Choose all that apply)


		Response Percent	Response Count
Receive a regular newsletter from us		62.5%	568
Get occasional news and updates via email		60.3%	548
Volunteer to be part of a working committee or project group		44.9%	408
Other (please specify)		4.6%	42
		answered question	909
		skipped question	346

17. If you answered 'yes' to any of the options in the previous question, please give us your email address. Your email address is in no way connected to the data given in this survey. We'll keep it strictly confidential and never share it with any third parties.

	Response Count
	788
answered question	788
skipped question	467

18. Select your current country of residence:

		Response Percent	Response Count
AD - Andorra		0.1%	1
AE - United Arab Emirates		0.1%	1
AF - Afghanistan		0.0%	0
AG - Antigua and Barbuda		0.0%	0
AI - Anguilla		0.2%	2
AL - Albania		0.0%	0
AM - Armenia		0.0%	0
AO - Angola		0.0%	0
AQ - Antarctica		0.0%	0
AR - Argentina		0.0%	0
AS - American Samoa		0.0%	0
AT - Austria		0.3%	3
AU - Australia		1.9%	19
AW - Aruba		0.0%	0
AZ - Azerbaijan		0.0%	0
BA - Bosnia and Herzegovina		0.0%	0
BB - Barbados		0.0%	0
BD - Bangladesh		0.0%	0
BE - Belgium		0.4%	4
BF - Burkina Faso		0.0%	0
BG - Bulgaria		0.0%	0
BH - Bahrain		0.0%	0
BI - Burundi		0.0%	0

BJ - Benin		0.0%	0
BL - Saint Barthelemy		0.0%	0
BM - Bermuda		0.0%	0
BN - Brunei		0.0%	0
BO - Bolivia		0.0%	0
BR - Brazil		0.6%	6
BS - Bahamas, The		0.0%	0
BT - Bhutan		0.0%	0
BV - Bouvet Island		0.0%	0
BW - Botswana		0.0%	0
BY - Belarus		0.0%	0
BZ - Belize		0.0%	0
CA - Canada		6.4%	63
CC - Cocos (Keeling) Islands		0.0%	0
CD - Congo, Democratic Republic of the		0.0%	0
CF - Central African Republic		0.0%	0
CG - Congo, Republic of the		0.0%	0
CH - Switzerland		0.1%	1
CI - Cote d'Ivoire		0.0%	0
CK - Cook Islands		0.0%	0
CL - Chile		0.0%	0
CM - Cameroon		0.0%	0
CN - China		0.0%	0
CO - Colombia		0.0%	0
CR - Costa Rica		0.0%	0

CU - Cuba		0.0%	0
CV - Cape Verde		0.0%	0
CW - Curacao		0.0%	0
CX - Christmas Island		0.0%	0
CY - Cyprus		0.0%	0
CZ - Czech Republic		0.0%	0
DE - Germany	▮	1.1%	11
DJ - Djibouti		0.0%	0
DK - Denmark	▮	0.3%	3
DM - Dominica		0.0%	0
DO - Dominican Republic		0.0%	0
DZ - Algeria		0.0%	0
EC - Ecuador		0.0%	0
EE - Estonia		0.0%	0
EG - Egypt	▮	0.1%	1
EH - Western Sahara		0.0%	0
ER - Eritrea		0.0%	0
ES - Spain	▮	1.2%	12
ET - Ethiopia		0.0%	0
FI - Finland	▮	0.1%	1
FJ - Fiji		0.0%	0
FK - Falkland Islands (Islas Malvinas)		0.0%	0
FM - Micronesia, Federated States of		0.0%	0
FO - Faroe Islands		0.0%	0
FR - France	▮	0.8%	8

FX - France, Metropolitan		0.1%	1
GA - Gabon		0.0%	0
GB - United Kingdom		9.9%	98
GD - Grenada		0.0%	0
GE - Georgia		0.0%	0
GF - French Guiana		0.0%	0
GG - Guernsey		0.0%	0
GH - Ghana		0.0%	0
GI - Gibraltar		0.0%	0
GL - Greenland		0.0%	0
GM - Gambia, The		0.0%	0
GN - Guinea		0.0%	0
GP - Guadeloupe		0.0%	0
GQ - Equatorial Guinea		0.0%	0
GR - Greece		0.1%	1
GS - South Georgia and the Islands		0.0%	0
GT - Guatemala		0.0%	0
GU - Guam		0.0%	0
GW - Guinea-Bissau		0.0%	0
GY - Guyana		0.0%	0
HK - Hong Kong		0.0%	0
HM - Heard Island and McDonald Islands		0.0%	0
HN - Honduras		0.0%	0
HR - Croatia		0.0%	0
HT - Haiti		0.0%	0

HU - Hungary		0.0%	0
ID - Indonesia	█	0.1%	1
IE - Ireland	█	0.4%	4
IL - Israel	█	0.1%	1
IM - Isle of Man		0.0%	0
IN - India	█	1.4%	14
IO - British Indian Ocean Territory		0.0%	0
IQ - Iraq		0.0%	0
IR - Iran		0.0%	0
IS - Iceland		0.0%	0
IT - Italy	█	0.3%	3
JE - Jersey	█	0.1%	1
JM - Jamaica		0.0%	0
JO - Jordan		0.0%	0
JP - Japan		0.0%	0
KE - Kenya		0.0%	0
KG - Kyrgyzstan		0.0%	0
KH - Cambodia		0.0%	0
KI - Kiribati		0.0%	0
KM - Comoros		0.0%	0
KN - Saint Kitts and Nevis		0.0%	0
KP - Korea, North		0.0%	0
KR - Korea, South		0.0%	0
KW - Kuwait		0.0%	0
KY - Cayman Islands		0.0%	0
KZ - Kazakhstan		0.0%	0

LA - Laos	0.0%	0
LB - Lebanon	0.0%	0
LC - Saint Lucia	0.0%	0
LI - Liechtenstein	0.0%	0
LK - Sri Lanka	0.0%	0
LR - Liberia	0.0%	0
LS - Lesotho	0.0%	0
LT - Lithuania	0.0%	0
LU - Luxembourg	0.0%	0
LV - Latvia	0.0%	0
LY - Libya	0.0%	0
MA - Morocco	0.0%	0
MC - Monaco	0.0%	0
MD - Moldova	0.0%	0
ME - Montenegro	0.0%	0
MF - Saint Martin	0.0%	0
MG - Madagascar	0.0%	0
MH - Marshall Islands	0.0%	0
MK - Macedonia	0.0%	0
ML - Mali	0.0%	0
MM - Burma	0.0%	0
MN - Mongolia	0.0%	0
MO - Macau	0.0%	0
MP - Northern Mariana Islands	0.0%	0
MQ - Martinique	0.0%	0

MR - Mauritania		0.0%	0
MS - Montserrat		0.0%	0
MT - Malta		0.0%	0
MU - Mauritius		0.0%	0
MV - Maldives		0.0%	0
MW - Malawi		0.0%	0
MX - Mexico	█	0.2%	2
MY - Malaysia	█	0.1%	1
MZ - Mozambique		0.0%	0
NA - Namibia		0.0%	0
NC - New Caledonia		0.0%	0
NE - Niger		0.0%	0
NF - Norfolk Island		0.0%	0
NG - Nigeria		0.0%	0
NI - Nicaragua		0.0%	0
NL - Netherlands	█	1.7%	17
NO - Norway	█	0.3%	3
NP - Nepal		0.0%	0
NR - Nauru		0.0%	0
NU - Niue		0.0%	0
NZ - New Zealand	█	0.5%	5
OM - Oman		0.0%	0
PA - Panama		0.0%	0
PE - Peru		0.0%	0
PF - French Polynesia		0.0%	0
PG - Papua New Guinea		0.0%	0

PH - Philippines	█	0.1%	1
PK - Pakistan		0.0%	0
PL - Poland	█	0.3%	3
PM - Saint Pierre and Miquelon		0.0%	0
PN - Pitcairn Islands		0.0%	0
PR - Puerto Rico		0.0%	0
PS - Gaza Strip		0.0%	0
PS - West Bank		0.0%	0
PT - Portugal	█	0.3%	3
PW - Palau		0.0%	0
PY - Paraguay		0.0%	0
QA - Qatar		0.0%	0
RE - Reunion		0.0%	0
RO - Romania	█	0.1%	1
RS - Serbia		0.0%	0
RU - Russia	█	0.3%	3
RW - Rwanda		0.0%	0
SA - Saudi Arabia		0.0%	0
SB - Solomon Islands		0.0%	0
SC - Seychelles		0.0%	0
SD - Sudan		0.0%	0
SE - Sweden	█	0.4%	4
SG - Singapore	█	0.3%	3
SH - Saint Helena, Ascension, and Tristan da Cunha		0.0%	0
SI - Slovenia		0.0%	0



SJ - Svalbard	0.0%	0
SK - Slovakia	0.2%	2
SL - Sierra Leone	0.0%	0
SM - San Marino	0.0%	0
SN - Senegal	0.0%	0
SO - Somalia	0.0%	0
SR - Suriname	0.0%	0
SS - South Sudan	0.0%	0
ST - Sao Tome and Principe	0.0%	0
SV - El Salvador	0.0%	0
SX - Sint Maarten	0.0%	0
SY - Syria	0.0%	0
SZ - Swaziland	0.0%	0
TC - Turks and Caicos Islands	0.0%	0
TD - Chad	0.0%	0
TF - French Southern and Antarctic Lands	0.0%	0
TG - Togo	0.0%	0
TH - Thailand	0.1%	1
TJ - Tajikistan	0.0%	0
TK - Tokelau	0.0%	0
TL - Timor-Leste	0.0%	0
TM - Turkmenistan	0.0%	0
TN - Tunisia	0.0%	0
TO - Tonga	0.0%	0
TR - Turkey	0.1%	1

Other (please specify) 8

answered question 986

skipped question 269








19. What is your gender?

		Response Percent	Response Count
Female		61.9%	610
Male		38.1%	376

answered question 986

skipped question 269







20. What is your age?

		Response Percent	Response Count
18 to 24		2.0%	20
25 to 34		26.7%	263
35 to 44		36.6%	361
45 to 54		24.0%	237
55 to 64		9.5%	94
65 to 74		0.9%	9
75 or older		0.2%	2

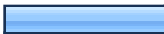









answered question 986

skipped question 269











21. What is the highest level of education you have completed?

		Response Percent	Response Count
Graduated from high school		2.4%	24
Graduated from college		40.5%	399
Some graduate school		9.8%	97
Completed graduate school		35.8%	353
Doctoral degree		3.1%	31
Other (please specify)		8.3%	82
		answered question	986
		skipped question	269






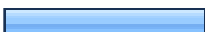








22. What is your educational background? (Choose all that apply)

		Response Percent	Response Count
Journalism		23.6%	233
Communications		30.8%	304
English		31.6%	312
Computer Science		6.7%	66
Library Science		4.6%	45
Technical Writing		9.7%	96
Business		13.7%	135
Marketing		19.7%	194
Human factors/Human computer interaction		4.4%	43
Other (please specify)		37.2%	367
		answered question	986
		skipped question	269








23. Which of the following best describes your current job level?

		Response Percent	Response Count
Associate		9.1%	90
Senior Associate		16.2%	160
Manager		21.6%	213
Senior Manager		9.5%	94
Director		10.4%	103
Senior Director		4.1%	40
VP		1.8%	18
Senior VP		1.0%	10
Owner		16.0%	158
Other (please specify)		10.1%	100
answered question			986
skipped question			269







24. Which job title best describes your current role?

		Response Percent	Response Count
Content creator/copywriter		6.4%	63
Content engineer		0.7%	7
Content designer		1.5%	15
Content manager		11.8%	116
Content marketer		3.7%	36
Content strategist		29.8%	294
Editor		3.3%	33
Information architect		3.3%	33
Journalist		0.1%	1
Marketing professional		8.7%	86
Tech comm professional		2.9%	29
UX/UI designer		2.4%	24
Web editor		2.9%	29
Other (please specify)		22.3%	220
		answered question	986
		skipped question	269

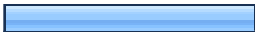



25. How did you find this job/current role?

		Response Percent	Response Count
Word of mouth/existing network		29.1%	287
Social media (LinkedIn, etc)		7.5%	74
Recruitment agency		8.2%	81
Online job board (e.g., Simply Hired, Monster, etc.)		8.9%	88
Applied directly to my company		15.7%	155
Started my own business		19.8%	195
Other (please specify)		10.8%	106
		answered question	986
		skipped question	269

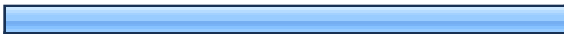







26. Do you currently belong to any of the following online networking groups? (Choose all that apply)

		Response Percent	Response Count
Content Strategy Google group		26.0%	241
Content Strategy LinkedIn group		77.2%	715
Content Strategy Bitesize LinkedIn group		6.4%	59
UXPA chapter's LinkedIn group		4.6%	43
None		14.6%	135
Other related meetup (e.g., media or publishing)		14.0%	130
		answered question	926
		skipped question	329

27. How many content-related conferences/seminars do you attend, on average, in a year?

		Response Percent	Response Count
None		37.3%	366
1 - 2		51.3%	503
3 - 5		8.9%	87
6 or more		2.4%	24
		answered question	980
		skipped question	275

28. Which social media platforms do you use? (Select all that apply)

		Response Percent	Response Count
Facebook		84.4%	829
Twitter		83.5%	820
LinkedIn		95.4%	937
Google +		54.5%	535
YouTube		52.0%	511
Instagram		37.7%	370
Pinterest		42.7%	419
SlideShare		38.0%	373

Other (please specify) 66

answered question 982

skipped question 273

29. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

	Response Count
	426
answered question	426
skipped question	829

30. Finally, if you have any other thoughts, comments or suggestions, please share them here!

**Response
Count**

178

answered question

178

skipped question

1,077

Page 3, Q1. If you answered 'No', please tell us briefly why not.

1	Resources of people and time are limited.	Feb 1, 2014 2:45 PM
2	On hiatus while caring for newborn	Feb 1, 2014 12:12 AM
3	I'm primarily a front-end web developer, but with a history in journalism and their pagination systems, I'm trying to take on dual roles.	Jan 31, 2014 12:36 PM
4	Recovering from an accident	Jan 30, 2014 10:46 AM
5	Mine is a new venture & I am a late starter. I have started with consultancy & marketing services that includes social media too. We are in the process of developing a content strategy	Jan 30, 2014 1:11 AM
6	I am not sure what you mean by this. I guess you are talking about the means to direct content in writing projects for students.	Jan 29, 2014 7:12 PM
7	I'm a tech writer. I do content strategy as part of my job.	Jan 29, 2014 6:38 PM
8	Involved more in Information Architecture lately.	Jan 29, 2014 5:00 PM
9	...	Jan 29, 2014 4:33 PM
10	Still at the stage of defining process and proposition	Jan 29, 2014 3:27 PM
11	I have another full-time job.	Jan 29, 2014 2:28 PM
12	I am currently unemployed.	Jan 29, 2014 12:11 PM
13	My organization doesn't value content strategy.	Jan 29, 2014 11:49 AM
14	Limited opportunities. I'm a writer (oops, sorry..."content creator") with a lot of responsibilities. But I try to inject a little content strategy thinking when and where I can.	Jan 29, 2014 11:30 AM
15	Between contracts	Jan 29, 2014 10:33 AM
16	We don't officially call it content marketing. We send out a lot of materials and communications but it's not under a specific strategy.	Jan 29, 2014 9:00 AM
17	I'm planning to start working on CS in a few weeks	Jan 29, 2014 5:13 AM
18	I have recently joined the organisation I am now working for – it is made up of six different companies. I am currently in the process of find out who our customers are and the places I can find them – this will then help to create a content strategy.	Jan 29, 2014 4:45 AM
19	As a training and writing company, we are always working with content. I would just say we may not be, always, following formal content strategy methods.	Jan 28, 2014 7:32 PM
20	It is something my team are trying to influence the organisation to do	Jan 28, 2014 3:35 PM
21	not my job yo.	Jan 28, 2014 3:23 PM
22	I do customer experience, which ties to content strategy but it is not my direct	Jan 28, 2014 3:13 PM

Page 3, Q1. If you answered 'No', please tell us briefly why not.

	role, however am extremely interested in it.	
23	I am a writer so I produce content but so far have had little opportunity to work on strategy. But I did produce content strategy in my previous position as well as for my personal website.	Jan 28, 2014 2:53 PM
24	I'm on maternity leave	Jan 28, 2014 2:03 PM
25	This is something new to our company and I need to persuade others to start thinking in terms of content strategy.	Jan 28, 2014 1:14 PM
26	Time constraints. Lack of understanding of what a content strategy is.	Jan 28, 2014 12:52 PM
27	Currently unemployed -- left my old position as online comm. director for a large nonprofit, and currently regrouping.	Jan 28, 2014 12:42 PM
28	unemployed	Jan 28, 2014 12:42 PM
29	No employment/work.	Jan 28, 2014 12:04 PM
30	Still circulating the ideas of CS through my organization	Jan 28, 2014 11:54 AM
31	I work in e-commerce but my company does not have a formal content strategy group or role. I'm currently learning about content strategy with the goal of becoming a content strategist.	Jan 28, 2014 11:26 AM
32	I'm on maternity leave.	Jan 28, 2014 11:19 AM
33	Because I'm learning about it, and I think it's inappropriate to say that I'm doing it.	Jan 28, 2014 11:14 AM
34	I work as a technical communicator, and I want to introduce enterprise content strategy to my workplace	Jan 28, 2014 10:52 AM
35	We don't have a strategy in place yet, but we are developing one in 2014.	Jan 28, 2014 10:30 AM
36	My work is related. i'm a UX professional	Jan 28, 2014 10:27 AM
37	I now manage a team of writers, strategists and web producers; I'm not hands-on anymore.	Jan 28, 2014 10:17 AM
38	My current role in web analytics resulted from a combination of career choices, and while this is valuable experience I see myself getting back to content strategy.	Jan 28, 2014 10:10 AM
39	Currently focused on editing	Jan 28, 2014 10:08 AM
40	Not part of current UX projects.	Jan 28, 2014 10:05 AM
41	I've moved into more of a digital marketing role.	Jan 28, 2014 10:03 AM
42	freelance; contract up	Jan 28, 2014 10:01 AM
43	As a contract technical writer, I'm typically brought in to help with immediate	Jan 28, 2014 9:52 AM

Page 3, Q1. If you answered 'No', please tell us briefly why not.

	problems. Discussions of context strategy currently fall outside the scope of the work I'm hired to do.	
44	I'm working with overall product strategy instead. However my organization really needs content strategy and I want to figure out how to bring it in.	Jan 28, 2014 9:50 AM
45	I'm looking for a job!	Jan 28, 2014 9:43 AM
46	I answered no because my responsibilities are considerably broader than content strategy (running a UX and digital product discipline at a fairly large org). I've done content strategy work in the past, and I'd like my team to start focusing on content strategy and processes, but we've been working on other fundamentals of our broader UX.	Jan 28, 2014 9:43 AM
47	Laid off	Jan 28, 2014 9:39 AM
48	I want to move more in the direction of content strategy, but it's a nominal part of my job presently	Jan 28, 2014 9:39 AM
49	I am looking to improve the quality of content for my own site	Jan 28, 2014 9:36 AM
50	I am currently working as an Information Architect and Business Analyst with Turner Broadcasting, I have not had much luck finding Content Strategy work here in the Atlanta Metro area.	Jan 28, 2014 9:35 AM
51	I am on a sabbatical from work.	Jan 28, 2014 9:33 AM
52	Well, I guess I should say that I'm not currently employing content strategy, but rather researching on implementing content strategy in our marketing plans.	Jan 28, 2014 9:32 AM
53	Have moved into different areas of work that are more to do with organisational design	Jan 28, 2014 9:28 AM
54	We were, but when we reorganized, the ball was dropped. I realize we need a content strategy and am working to create one for 2014.	Jan 28, 2014 9:28 AM
55	I'm not	Jan 28, 2014 9:27 AM
56	looking for a new job opportunity	Jan 28, 2014 9:27 AM
57	Looking for new career opportunity	Jan 28, 2014 9:26 AM
58	I'm a recent graduate from college and working in an advertising agency as a more general account coordinator. Content marketing strategy is an area of interest to me, though and I want to get experience in this area.	Jan 28, 2014 9:26 AM
59	I'm working my way towards it (I like to say through triangulation). I have a library management background, and now I am a consumer research analyst gaining experience in business and marketing. I do web content development on the side. I hope to be working with web content in a full-time capacity by this summer.	Jan 28, 2014 9:26 AM
60	Not officially anyway. I'm pushing for it to be a much higher priority, and something that is involved in the project flow at a small to medium digital agency,	Jan 27, 2014 9:55 PM

Page 3, Q1. If you answered 'No', please tell us briefly why not.

	but it's slow going, and budgets remain low for such things typically.	
61	NO MGMT SUPPORT	Jan 25, 2014 9:12 AM
62	Waiting for a contract to begin	Jan 21, 2014 11:31 AM
63	unemployed	Jan 21, 2014 1:05 AM
64	Moved to a new job, hoping there will be content opportunities in the future.	Jan 20, 2014 3:55 PM
65	I work in a content test/engineering role, more tactical than strategic	Jan 19, 2014 9:51 PM
66	Taking a break and focusing on another activity.	Jan 18, 2014 7:07 PM
67	kiluik	Jan 16, 2014 7:46 AM
68	Current projects (Jan 2014) do not include content strategy.	Jan 13, 2014 9:12 AM
69	Not a function of my current job, unfortunately.	Jan 12, 2014 2:50 PM
70	I am currently looking at getting into the field.	Jan 11, 2014 11:12 PM
71	My current role is more web development focused. But I have managed content in previous roles - and expect to in the future	Jan 10, 2014 10:25 PM
72	No answer	Jan 10, 2014 5:32 PM
73	In between gigs	Jan 10, 2014 9:45 AM
74	I am unemployed and currently looking for content strategy work.	Jan 10, 2014 5:58 AM
75	I got hired as a CS but am used more for my development skills	Jan 9, 2014 6:30 PM
76	I am a up professional and contribute to content strategy but we actually have no content strategy.	Jan 9, 2014 5:07 PM
77	Im the business owner	Jan 9, 2014 4:42 PM
78	I'm a part-time digital marketing student. Working voluntarily for a non-profit for the last 4 years in a marketing/ PRO role.	Jan 9, 2014 12:00 PM
79	I resigned from my content strategy job (in NYC) back in February 2013 to make a life move out to California. Since then, I've been taking time off to explore the West coast and travel.	Jan 9, 2014 11:53 AM
80	a	Jan 9, 2014 8:38 AM
81	not my main business	Jan 9, 2014 7:59 AM
82	Well, I guess I am, sort of subversively. I'm initiating discussions, helping people connect the dots, seeing the need for a strategy of some sort.	Jan 9, 2014 7:04 AM
83	I'm native German working in UK. Content strategy jobs specs I have seen require background in copy writing/ editing. I don't copy write. My background is	Jan 9, 2014 5:35 AM

Page 3, Q1. If you answered 'No', please tell us briefly why not.

CMS/ technical and I'm interested in governance questions.

84 Not in my current scope of projects

Jan 8, 2014 12:30 PM

Page 4, Q5. Who do you do content strategy for currently? (You can choose more than one)

1	law firm	Feb 1, 2014 4:43 PM
2	e-commerce	Feb 1, 2014 3:02 PM
3	on my own, personal brand	Feb 1, 2014 11:42 AM
4	Solar Consultancy, EV Cars, Custom Web Applications	Feb 1, 2014 10:58 AM
5	Collaborative projects	Jan 31, 2014 6:15 PM
6	Digital Media Outlet	Jan 31, 2014 3:56 PM
7	software dev team	Jan 30, 2014 5:15 PM
8	Give presentations to communications pros & students	Jan 30, 2014 1:05 PM
9	SaaS	Jan 30, 2014 8:04 AM
10	Web-based company/startup	Jan 30, 2014 4:07 AM
11	Healthcare	Jan 29, 2014 7:01 PM
12	Full-service marketing and branding agency, digital dept.	Jan 29, 2014 5:27 PM
13	IT Solutions implementor	Jan 29, 2014 4:36 PM
14	retail	Jan 29, 2014 4:06 PM
15	Media, information company (publisher)	Jan 29, 2014 2:02 PM
16	Medical services corporation	Jan 29, 2014 1:44 PM
17	Content/Media Production Company	Jan 29, 2014 11:43 AM
18	Tech, Spanning lots of industries for engineers and scientists	Jan 29, 2014 9:30 AM
19	Publishing company	Jan 29, 2014 9:25 AM
20	accounting firm	Jan 29, 2014 9:13 AM
21	Content Creation Company	Jan 29, 2014 8:56 AM
22	Web directories	Jan 29, 2014 8:01 AM
23	TV	Jan 29, 2014 7:37 AM
24	Media, Sporting organizations	Jan 29, 2014 5:32 AM
25	Arts institution, Publishers	Jan 29, 2014 4:19 AM
26	Self, small businesss	Jan 29, 2014 4:01 AM
27	education, exams, entrance, admissions, jobs, preparation	Jan 29, 2014 3:22 AM

Page 4, Q5. Who do you do content strategy for currently? (You can choose more than one)

28	intergovernmental agency	Jan 29, 2014 3:09 AM
29	My own business content marketing	Jan 29, 2014 2:26 AM
30	my business	Jan 29, 2014 1:28 AM
31	Startup	Jan 28, 2014 11:33 PM
32	Usability (UX) consultancy	Jan 28, 2014 10:27 PM
33	Media company	Jan 28, 2014 8:35 PM
34	Major content provider/producer	Jan 28, 2014 8:27 PM
35	B to B organization	Jan 28, 2014 8:24 PM
36	Digital agency	Jan 28, 2014 7:12 PM
37	Manufacturer	Jan 28, 2014 6:47 PM
38	law firm	Jan 28, 2014 5:06 PM
39	Graphic/Communication Design Studio	Jan 28, 2014 4:49 PM
40	Start-up / SME	Jan 28, 2014 3:14 PM
41	Website company and his clients	Jan 28, 2014 3:14 PM
42	Interactive Agency	Jan 28, 2014 3:06 PM
43	e-commerce retailers	Jan 28, 2014 2:56 PM
44	I have my own consultancy and work with a variety of clients	Jan 28, 2014 2:53 PM
45	Start up	Jan 28, 2014 2:40 PM
46	Content marketing agency	Jan 28, 2014 2:31 PM
47	LLC	Jan 28, 2014 2:31 PM
48	e-commerce	Jan 28, 2014 2:13 PM
49	Business to business media	Jan 28, 2014 2:13 PM
50	Publisher	Jan 28, 2014 2:01 PM
51	Start up	Jan 28, 2014 2:00 PM
52	SaaS company and freelance	Jan 28, 2014 1:58 PM
53	various clients	Jan 28, 2014 1:18 PM
54	analyst	Jan 28, 2014 1:13 PM

Page 4, Q5. Who do you do content strategy for currently? (You can choose more than one)

55	Service Provider	Jan 28, 2014 1:12 PM
56	our work includes many of the above categories. we have a diverse client base. ComBlu does a lot of work in the tech space for large technology companies.	Jan 28, 2014 12:52 PM
57	Clients in several different industries/sectors	Jan 28, 2014 12:42 PM
58	Government contractor	Jan 28, 2014 12:29 PM
59	Media Company	Jan 28, 2014 12:28 PM
60	Usually very small businesses and it's part of a lot I do for them.	Jan 28, 2014 12:28 PM
61	small businesses	Jan 28, 2014 12:09 PM
62	Web development agency - for clients	Jan 28, 2014 12:07 PM
63	Freelance	Jan 28, 2014 12:06 PM
64	News, Entertainment, Sports & Current Affairs Websites	Jan 28, 2014 12:06 PM
65	New Media (Video)	Jan 28, 2014 12:03 PM
66	Enterprise-sized Not for Profit Company	Jan 28, 2014 11:55 AM
67	Web design firm	Jan 28, 2014 11:41 AM
68	Small local businesses	Jan 28, 2014 11:35 AM
69	Healthcare	Jan 28, 2014 11:33 AM
70	Digital/creative agency	Jan 28, 2014 11:31 AM
71	Individual client firms with online businesses, such as ecommerce	Jan 28, 2014 11:24 AM
72	individuals	Jan 28, 2014 11:11 AM
73	Membership organization	Jan 28, 2014 11:10 AM
74	information website	Jan 28, 2014 11:07 AM
75	content website	Jan 28, 2014 11:04 AM
76	self and clients	Jan 28, 2014 11:04 AM
77	Healthcare services	Jan 28, 2014 10:45 AM
78	for our clients, who are generally technology firms	Jan 28, 2014 10:43 AM
79	private customers	Jan 28, 2014 10:42 AM
80	I oversee clydefitch.com	Jan 28, 2014 10:39 AM
81	small business, small ngo	Jan 28, 2014 10:36 AM

Page 4, Q5. Who do you do content strategy for currently? (You can choose more than one)

82	Academic Medical Center	Jan 28, 2014 10:35 AM
83	start-up	Jan 28, 2014 10:25 AM
84	industry	Jan 28, 2014 10:22 AM
85	Health Insurance	Jan 28, 2014 10:22 AM
86	Together is a startup that takes content strategy into the real world. We focus largely on retail, financial services, and CPG.	Jan 28, 2014 10:22 AM
87	Online retail	Jan 28, 2014 10:08 AM
88	I work for a fairly large Association, which is technically a not-for-profit, and is as burdened by financial need the way many nonprofits are.	Jan 28, 2014 10:07 AM
89	my company	Jan 28, 2014 10:06 AM
90	start-up	Jan 28, 2014 10:02 AM
91	Tech start-ups	Jan 28, 2014 10:01 AM
92	Civil Engineering Industry (Public Relations)	Jan 28, 2014 9:59 AM
93	Startup Company	Jan 28, 2014 9:52 AM
94	Communication agency	Jan 28, 2014 9:52 AM
95	Online website that sells market research intelligence	Jan 28, 2014 9:50 AM
96	I'm both an employee and freelance to many types of businesses/individuals	Jan 28, 2014 9:48 AM
97	Professional association (so non-profit, but not of the fundraising/donation kind)	Jan 28, 2014 9:47 AM
98	An industry association	Jan 28, 2014 9:47 AM
99	Pharmaceutical Company	Jan 28, 2014 9:47 AM
100	content discovery vendor	Jan 28, 2014 9:44 AM
101	small businesses	Jan 28, 2014 9:43 AM
102	Media/ specialist publishing company	Jan 28, 2014 9:41 AM
103	Startups	Jan 28, 2014 9:41 AM
104	Self owned projects	Jan 28, 2014 9:39 AM
105	Internal - we are a small company	Jan 28, 2014 9:39 AM
106	Small, local start-up	Jan 28, 2014 9:36 AM
107	Small Business Owners	Jan 28, 2014 9:35 AM

Page 4, Q5. Who do you do content strategy for currently? (You can choose more than one)

108	a private online health insurance marketplace and a store selling sleep products	Jan 28, 2014 9:35 AM
109	Tech startup	Jan 28, 2014 9:34 AM
110	healthcare	Jan 28, 2014 9:32 AM
111	Law firm	Jan 28, 2014 9:31 AM
112	Mostly SMBs across a variety of industries / verticals.	Jan 28, 2014 9:30 AM
113	Technology Startup	Jan 28, 2014 9:28 AM
114	it consultancy company	Jan 28, 2014 9:27 AM
115	Private entrepreneurs, start-ups	Jan 28, 2014 9:27 AM
116	Startup	Jan 27, 2014 10:14 PM
117	I head up Content Strategy at Sapient	Jan 26, 2014 10:26 PM
118	I work for a web design agency, for a number of clients	Jan 22, 2014 1:32 AM
119	various clients	Jan 19, 2014 9:24 PM
120	Design Agency	Jan 19, 2014 7:12 PM
121	Media Agency	Jan 18, 2014 5:05 AM
122	Telecommunications	Jan 17, 2014 1:17 PM
123	Scientific Research Collaborations	Jan 16, 2014 1:47 PM
124	Content Marketing Agency	Jan 16, 2014 7:51 AM
125	own web projects	Jan 16, 2014 7:36 AM
126	Web application	Jan 15, 2014 4:56 PM
127	Information Architecture Consultancy	Jan 15, 2014 3:37 PM
128	Market Research firm	Jan 15, 2014 1:21 PM
129	Publisher	Jan 15, 2014 10:59 AM
130	Newspaper	Jan 15, 2014 8:31 AM
131	Retail	Jan 14, 2014 4:48 PM
132	small businesses	Jan 14, 2014 1:04 PM
133	small B2B clients	Jan 14, 2014 11:17 AM
134	Software company	Jan 14, 2014 11:01 AM

Page 4, Q5. Who do you do content strategy for currently? (You can choose more than one)

135	Attorney	Jan 14, 2014 10:17 AM
136	IGO	Jan 14, 2014 9:42 AM
137	Museum	Jan 14, 2014 9:22 AM
138	High Ed	Jan 14, 2014 7:02 AM
139	Small business	Jan 14, 2014 6:41 AM
140	Other free-lancers (friends)	Jan 14, 2014 6:41 AM
141	Retailers	Jan 14, 2014 6:17 AM
142	Web and Application Design Agency	Jan 13, 2014 7:41 AM
143	Creative Agency	Jan 11, 2014 10:56 PM
144	Just started marketing myself as one, but I do a few content strategy suggestions for current clients to help build my portfolio (they are private sector businesses)	Jan 11, 2014 5:07 PM
145	Member-run food cooperative	Jan 10, 2014 7:17 PM
146	News media	Jan 10, 2014 5:38 PM
147	publishing	Jan 10, 2014 3:07 PM
148	Software company	Jan 10, 2014 11:51 AM
149	Small buisnesses	Jan 10, 2014 4:21 AM
150	clients	Jan 10, 2014 2:41 AM
151	Telecommunications company	Jan 10, 2014 2:31 AM
152	Small and Medium sized businesses (SMBs)	Jan 9, 2014 6:06 PM
153	Corporate clients	Jan 9, 2014 5:30 PM
154	web development agency	Jan 9, 2014 2:34 PM
155	Clinical part of the university (Hospital - Clinics)	Jan 9, 2014 12:48 PM
156	Multi-media consumer publishing	Jan 9, 2014 9:57 AM
157	I work PT for a hospital and FT for a private company on web content for all divisions/departments.	Jan 9, 2014 9:38 AM
158	SME	Jan 9, 2014 7:17 AM
159	small size companies	Jan 9, 2014 6:40 AM
160	startups, small businesses	Jan 8, 2014 5:09 PM

Page 4, Q5. Who do you do content strategy for currently? (You can choose more than one)

161	Media group/digital/newspapeer	Jan 8, 2014 4:33 PM
162	associations	Jan 8, 2014 3:38 PM
163	Federal Government Consultancy with content strategy offereings	Jan 8, 2014 3:33 PM
164	custom media firm	Jan 8, 2014 1:43 PM
165	Startup businesses	Jan 8, 2014 1:36 PM
166	Media/Publishing	Jan 8, 2014 12:36 PM
167	SMEs	Jan 8, 2014 11:55 AM
168	fun	Jan 8, 2014 11:06 AM
169	Health insurance company	Jan 8, 2014 11:05 AM

Page 4, Q6. What are your primary areas of expertise/interest/focus? (Choose all that apply)

1	Content Modeling	Feb 1, 2014 10:58 AM
2	News, blogs, feeds, financial data integration with content	Feb 1, 2014 1:44 AM
3	Information design	Jan 31, 2014 6:15 PM
4	Messaging	Jan 31, 2014 12:08 PM
5	Content Migration, Content Management Systems	Jan 30, 2014 11:39 AM
6	Social content	Jan 30, 2014 7:06 AM
7	What is DITA?	Jan 30, 2014 5:49 AM
8	Content Marketing	Jan 29, 2014 10:43 PM
9	Dentistry	Jan 29, 2014 9:18 PM
10	Writing	Jan 29, 2014 7:01 PM
11	Developing global content operational excellence	Jan 29, 2014 11:08 AM
12	Organizational Planning & Leadership	Jan 29, 2014 9:36 AM
13	Content Creation	Jan 29, 2014 8:56 AM
14	Copywriting	Jan 29, 2014 3:08 AM
15	Project management at first	Jan 29, 2014 2:26 AM
16	Digital Content & Storytelling	Jan 29, 2014 1:55 AM
17	Structured Content	Jan 28, 2014 10:08 PM
18	CMS workflow	Jan 28, 2014 7:12 PM
19	Enterprise Information/Business Architecture, Metadata modelling	Jan 28, 2014 6:27 PM
20	writing	Jan 28, 2014 5:06 PM
21	SEO	Jan 28, 2014 3:23 PM
22	Right info at right time in right place	Jan 28, 2014 3:06 PM
23	Brand, content management, content modeling	Jan 28, 2014 3:04 PM
24	Digital content	Jan 28, 2014 2:50 PM
25	Travel	Jan 28, 2014 2:42 PM
26	Writing	Jan 28, 2014 2:21 PM
27	vetting CMS vendors; industry compliance (finance, healthcare)	Jan 28, 2014 2:07 PM

Page 4, Q6. What are your primary areas of expertise/interest/focus? (Choose all that apply)

28	Communication	Jan 28, 2014 1:55 PM
29	Content development	Jan 28, 2014 1:18 PM
30	Operations	Jan 28, 2014 12:56 PM
31	We do a lot of work in content roadmaps against journey mapping.	Jan 28, 2014 12:52 PM
32	Content	Jan 28, 2014 12:42 PM
33	"DITA" seems like an odd inclusion here - it is a technology/standard and none of the other choices are.	Jan 28, 2014 12:17 PM
34	Communication / Public Relations	Jan 28, 2014 12:07 PM
35	Content Aggregation	Jan 28, 2014 12:03 PM
36	SEO	Jan 28, 2014 11:55 AM
37	Campaigns	Jan 28, 2014 11:35 AM
38	UI	Jan 28, 2014 11:35 AM
39	writing, voice/tone, personas/audience analysis, social	Jan 28, 2014 11:31 AM
40	Creative Strategy, Brand Strategy	Jan 28, 2014 11:22 AM
41	library science	Jan 28, 2014 11:12 AM
42	education	Jan 28, 2014 11:04 AM
43	Video	Jan 28, 2014 10:49 AM
44	Web Design - Web Development	Jan 28, 2014 10:42 AM
45	mobile	Jan 28, 2014 10:30 AM
46	Content culture change	Jan 28, 2014 10:30 AM
47	Accessibility	Jan 28, 2014 9:58 AM
48	Mainly UX (as it pays better)	Jan 28, 2014 9:52 AM
49	Communications content	Jan 28, 2014 9:50 AM
50	eCommerce	Jan 28, 2014 9:45 AM
51	SEO	Jan 28, 2014 9:41 AM
52	Customer experience	Jan 28, 2014 9:40 AM
53	SEO	Jan 28, 2014 9:39 AM
54	e-commerce	Jan 28, 2014 9:38 AM

Page 4, Q6. What are your primary areas of expertise/interest/focus? (Choose all that apply)

55	SEO, inbound marketing, social media	Jan 28, 2014 9:37 AM
56	social media	Jan 28, 2014 9:36 AM
57	content development	Jan 28, 2014 9:35 AM
58	Visual design	Jan 28, 2014 9:30 AM
59	technically everything! whatever our client requests ranging from baby products to phone insurance	Jan 28, 2014 9:29 AM
60	Analytics	Jan 28, 2014 9:29 AM
61	Content Promotion	Jan 28, 2014 9:28 AM
62	Technical Communication, Structured Writing	Jan 28, 2014 12:13 AM
63	Writing	Jan 27, 2014 10:14 PM
64	Branding and Verbal identity have my personal focus	Jan 22, 2014 1:32 AM
65	fact-checking	Jan 19, 2014 1:30 PM
66	Analysis, optimization, conversion	Jan 19, 2014 1:15 PM
67	SEO	Jan 18, 2014 4:52 PM
68	Translation	Jan 16, 2014 8:22 AM
69	SEO	Jan 16, 2014 7:51 AM
70	Food & Hospitality	Jan 15, 2014 10:59 AM
71	Technical writing	Jan 14, 2014 11:01 AM
72	Communications&advocacy	Jan 14, 2014 9:42 AM
73	Language and Localization	Jan 14, 2014 6:41 AM
74	content creation	Jan 14, 2014 5:57 AM
75	content management	Jan 11, 2014 4:21 PM
76	open source software, cloud computing	Jan 11, 2014 3:51 PM
77	Compliance	Jan 11, 2014 11:36 AM
78	user interface	Jan 11, 2014 10:46 AM
79	Corporate websites (marketing, support)	Jan 11, 2014 10:08 AM
80	Writing	Jan 11, 2014 10:00 AM
81	DITA is mainly an interest area for me. We're not using it.	Jan 11, 2014 8:42 AM

Page 4, Q6. What are your primary areas of expertise/interest/focus? (Choose all that apply)

82	plain language	Jan 11, 2014 5:58 AM
83	Graphic Design	Jan 10, 2014 7:13 PM
84	BPM	Jan 10, 2014 1:42 PM
85	People & process advice	Jan 10, 2014 9:33 AM
86	Healthcare	Jan 10, 2014 8:18 AM
87	Communications	Jan 9, 2014 7:34 PM
88	sales	Jan 9, 2014 5:35 PM
89	Author experience	Jan 9, 2014 5:30 PM
90	programming	Jan 9, 2014 2:34 PM
91	My focus is dictated by the company and while they really need a greater emphasis on governance, my other job is managing a challenging corporate culture.	Jan 9, 2014 9:38 AM
92	SEO, Analytics	Jan 9, 2014 6:52 AM
93	Social media	Jan 9, 2014 4:33 AM
94	SEO	Jan 8, 2014 3:18 PM
95	Writing	Jan 8, 2014 11:34 AM

Page 4, Q7. Which tasks do you perform in your current role as a content strategist? (Choose all that apply)

1	Human-centred design research	Jan 31, 2014 6:15 PM
2	Audience personas, voice and tone	Jan 31, 2014 12:27 PM
3	Messaging Architecture	Jan 31, 2014 12:08 PM
4	Customer Journey Maps, Content Usability	Jan 31, 2014 11:25 AM
5	Page Strategy Doc (page tables)	Jan 30, 2014 1:05 PM
6	Roadmapping, Strategic Planning	Jan 30, 2014 11:39 AM
7	Research/benchmarking	Jan 30, 2014 9:27 AM
8	Content Guidelines, Mapping Documents	Jan 29, 2014 10:43 PM
9	Information architecture	Jan 29, 2014 9:33 PM
10	thought leadership for local markets	Jan 29, 2014 5:20 PM
11	Mapping the content dependencies that business processes have	Jan 29, 2014 4:36 PM
12	Page Tables, Global Communications Planning	Jan 29, 2014 9:55 AM
13	resource planning, process workflows, message architecture	Jan 29, 2014 9:36 AM
14	Management	Jan 29, 2014 9:08 AM
15	governance models, staff training, workflow redesign	Jan 29, 2014 8:51 AM
16	Content lifecycle recommendations	Jan 29, 2014 8:50 AM
17	process analysis, content strategy workshops, persona's/customer journeys	Jan 29, 2014 3:39 AM
18	Defining content strategies & visions, Creative concepting, Managing content projects & creative teams	Jan 29, 2014 1:55 AM
19	CMS design/build/training	Jan 28, 2014 8:18 PM
20	lead generation, lead nurturing, lead automation	Jan 28, 2014 8:14 PM
21	Content Education and Change Management, Training development	Jan 28, 2014 6:27 PM
22	message architectures	Jan 28, 2014 3:43 PM
23	User research	Jan 28, 2014 3:23 PM
24	Curation (could be called governance - updating/maintaining old/existing content)	Jan 28, 2014 3:23 PM
25	Content creation	Jan 28, 2014 2:50 PM
26	Information Architecture	Jan 28, 2014 2:36 PM

Page 4, Q7. Which tasks do you perform in your current role as a content strategist? (Choose all that apply)

27	Organizational readiness, General Workflow and Governance,	Jan 28, 2014 2:13 PM
28	Personas; competitive analysis; stakeholder interviews; user interviews; user research; user testing; card sorting; root task lists; user journeys	Jan 28, 2014 2:07 PM
29	Product design, user experience, product naming	Jan 28, 2014 1:48 PM
30	Tone & voice guide, Leading discovery sessions, creating strategy briefs, developing a guiding concept, providing creative direction	Jan 28, 2014 1:21 PM
31	persona and content journey mapping	Jan 28, 2014 12:52 PM
32	I'd really like to know more about analytics, social media, other things on the list. But the term content marketing is a turnoff for me. Can't put my finger on it, but it just has that sleaze factor for me.	Jan 28, 2014 12:28 PM
33	Workshopping/facilitation	Jan 28, 2014 12:14 PM
34	UX research support - writing up study notes and insights	Jan 28, 2014 11:56 AM
35	Content distribution planning	Jan 28, 2014 11:35 AM
36	General Content Consulting with internal colleagues.	Jan 28, 2014 11:33 AM
37	CMS development	Jan 28, 2014 10:50 AM
38	CMS training	Jan 28, 2014 10:45 AM
39	Distribution/amplification strategies, content for sales enablement	Jan 28, 2014 10:43 AM
40	mobile	Jan 28, 2014 10:30 AM
41	Content distribution strategy	Jan 28, 2014 10:20 AM
42	Design	Jan 28, 2014 9:59 AM
43	Mapping ethnographic research to content marketing plans	Jan 28, 2014 9:49 AM
44	Planning up front, client buy-in and/or education	Jan 28, 2014 9:45 AM
45	media sales	Jan 28, 2014 9:44 AM
46	Strategy	Jan 28, 2014 9:35 AM
47	audience preference modelling	Jan 28, 2014 9:32 AM
48	Content design, Information Architecture, Content Engineering, Process Design	Jan 28, 2014 12:13 AM
49	Communication strategy	Jan 27, 2014 10:14 PM
50	metadata, content models, content modeling	Jan 26, 2014 10:26 PM
51	Governance	Jan 24, 2014 12:55 PM

Page 4, Q7. Which tasks do you perform in your current role as a content strategist? (Choose all that apply)

52	Verbal identity development, incl tobe, style, messaging, vocabulary, etc. Determining ideal content mix (types and formats). Creating page tables with page goal, messaging, content types and formats on the page, hierarchy. Personalisation strategy is also a recurring topic.	Jan 22, 2014 1:32 AM
53	Content marketing strategy	Jan 16, 2014 8:55 AM
54	Translation and localisation	Jan 16, 2014 8:22 AM
55	Digital Strategy, Information Architecture	Jan 15, 2014 3:37 PM
56	Tone of Voice, Messaging, Brand alignment, measurements	Jan 15, 2014 6:11 AM
57	Managing a team of content people	Jan 14, 2014 7:58 AM
58	General advice. Translation.	Jan 14, 2014 6:41 AM
59	determining which content can and should be managed and which cannot	Jan 12, 2014 12:47 PM
60	CMS Author Training	Jan 11, 2014 10:56 PM
61	Tone and voice	Jan 11, 2014 1:50 PM
62	requirement writing and system planning	Jan 11, 2014 10:08 AM
63	endless meetings to plan the next meeting!	Jan 11, 2014 10:00 AM
64	support to writers in creating plain language	Jan 11, 2014 5:58 AM
65	Content Matrices for future state	Jan 10, 2014 7:45 PM
66	Graphic Design	Jan 10, 2014 7:13 PM
67	Web Project Management of web projects > coordinating content strategy	Jan 10, 2014 4:55 PM
68	Analysis	Jan 10, 2014 1:42 PM
69	Requirements to CMS mappnigs and related tool selection support	Jan 10, 2014 8:20 AM
70	every marketing hat A TO Z	Jan 10, 2014 7:09 AM
71	More generative user research stuff like interviewing.	Jan 10, 2014 2:48 AM
72	workflows	Jan 9, 2014 7:34 PM
73	writing original content, content ideation	Jan 9, 2014 9:38 AM
74	Strategic plans and lots of slide decks for management	Jan 9, 2014 8:24 AM
75	Governance	Jan 9, 2014 6:52 AM
76	Defining different content for different devices, Expanding visuals to be more interactive	Jan 8, 2014 4:33 PM

Page 4, Q7. Which tasks do you perform in your current role as a content strategist? (Choose all that apply)

77	SEM, analytics	Jan 8, 2014 3:18 PM
78	Project Management, User Research, Persona Development, Business Analysis	Jan 8, 2014 12:09 PM
79	Personalization and targeting	Jan 8, 2014 11:06 AM

Page 4, Q8. How did you learn to do content strategy? (Choose all that apply)

1	Read a lot of UX and content strategy books and applied them to client projects	Feb 1, 2014 1:27 PM
2	Online Community	Feb 1, 2014 10:58 AM
3	Meetups	Jan 31, 2014 7:53 PM
4	I'm a structural editor by trade; it's the same work.	Jan 31, 2014 5:35 PM
5	Conferences	Jan 31, 2014 11:46 AM
6	Conferences, CS Meetups,	Jan 31, 2014 11:25 AM
7	Books and conferences	Jan 31, 2014 4:01 AM
8	Computer Science and Tech Writing courses, User Experience and eLearning courses	Jan 30, 2014 11:39 AM
9	Mentor	Jan 29, 2014 7:38 PM
10	Books, blogs, webinars, and hands-on experience	Jan 29, 2014 1:44 PM
11	Read lots of books, blogs, etc	Jan 29, 2014 9:30 AM
12	and a lot of reading	Jan 29, 2014 9:25 AM
13	I'm still learning	Jan 29, 2014 7:37 AM
14	First involved in online content creation in 1995, we are still dealing with the same problems 19 yrs later!	Jan 29, 2014 6:07 AM
15	Books	Jan 29, 2014 4:19 AM
16	University degree in Communications	Jan 29, 2014 3:39 AM
17	Self-taught, supplemented by MA Comms	Jan 28, 2014 10:27 PM
18	conferences	Jan 28, 2014 5:07 PM
19	Thru Kristina Halvorson and Karen McGrane, duh. :)	Jan 28, 2014 3:23 PM
20	Reading. Saw need to map work to goals to achieve success	Jan 28, 2014 2:53 PM
21	reading, conferences (Confab + CSA13)	Jan 28, 2014 2:31 PM
22	Books	Jan 28, 2014 1:22 PM
23	Books	Jan 28, 2014 1:21 PM
24	conferences and web articles	Jan 28, 2014 12:26 PM
25	Experience as high tech marketer, Degree in Information Services,	Jan 28, 2014 12:03 PM
26	Books	Jan 28, 2014 11:56 AM

Page 4, Q8. How did you learn to do content strategy? (Choose all that apply)

27	Lynda.com	Jan 28, 2014 11:55 AM
28	Had good mentors back in 1997-8 when it was first becoming a discipline	Jan 28, 2014 11:37 AM
29	It evolved out of previous roles and responsibilities.	Jan 28, 2014 11:33 AM
30	Books, mainly	Jan 28, 2014 11:29 AM
31	Prolific reading, webinars, hangouts, etc.	Jan 28, 2014 11:24 AM
32	Twitter osmosis	Jan 28, 2014 11:10 AM
33	confab workshop	Jan 28, 2014 11:09 AM
34	learning online, listening, reading	Jan 28, 2014 11:04 AM
35	online courses	Jan 28, 2014 10:42 AM
36	kristin's wonderful book!	Jan 28, 2014 10:25 AM
37	mentor	Jan 28, 2014 10:12 AM
38	Previous career in newspaper and magazine journalism	Jan 28, 2014 10:05 AM
39	Web resources	Jan 28, 2014 9:52 AM
40	Read a book I think it was called Content Strategy for the Web	Jan 28, 2014 9:45 AM
41	Internship	Jan 28, 2014 9:42 AM
42	Adapted past work and experience to fit the needs (and jargon) of the work today	Jan 28, 2014 9:41 AM
43	Reading and research	Jan 28, 2014 9:38 AM
44	15 years of experiences.....	Jan 28, 2014 9:33 AM
45	Webinars	Jan 28, 2014 9:29 AM
46	15 years as journalist	Jan 28, 2014 9:28 AM
47	Was doing this before it had a name.	Jan 28, 2014 9:28 AM
48	I learned that people had started to call what I did "content strategy"	Jan 28, 2014 12:13 AM
49	one great conference	Jan 24, 2014 12:55 PM
50	Participating in conferences, online information sharing	Jan 21, 2014 11:18 AM
51	Reading content about it	Jan 20, 2014 5:28 AM
52	Previously worked in similar disciplines	Jan 18, 2014 5:05 AM
53	Lots and lots of reading - there are some great resources out there.	Jan 16, 2014 1:47 PM

Page 4, Q8. How did you learn to do content strategy? (Choose all that apply)

54	Worked with agencies & UX experts	Jan 14, 2014 4:39 PM
55	Studied Online-PR	Jan 14, 2014 7:02 AM
56	Through Internet (pubs, forums, MOOC course, Meetup group...)	Jan 14, 2014 6:41 AM
57	Assuming "self-taught" covers: spent 15 years honing editorial skills, attend conferences, attend workshops, read books, read blog posts, learn from others etc... etc... I question whether you really "learn to do content strategy" or more accurately, "learn to do a lot of tasks that make up content strategy"	Jan 12, 2014 8:14 AM
58	working with consultants	Jan 12, 2014 5:34 AM
59	Webinars and the Chicago Content Strategy Meetup	Jan 11, 2014 5:55 PM
60	It just has a name now, but it's the culmination of many of my skills as a former journalist.	Jan 11, 2014 10:00 AM
61	I've been in tech comm for nearly 20 years and have always followed best practices in information design.	Jan 11, 2014 8:42 AM
62	reading books/online, attending local cs meetup group	Jan 10, 2014 7:17 PM
63	Conferences	Jan 10, 2014 6:23 PM
64	MJ and extensive editorial experiecnxe	Jan 10, 2014 4:21 PM
65	sink or swim.	Jan 10, 2014 3:07 PM
66	Reading	Jan 10, 2014 1:42 PM
67	internships	Jan 10, 2014 12:47 PM
68	Reading	Jan 10, 2014 8:18 AM
69	HUBSPOT	Jan 10, 2014 7:09 AM
70	The course work is a bit of a stretch.	Jan 10, 2014 2:48 AM
71	experience across multiple communications/marketing disciplines	Jan 9, 2014 7:34 PM
72	Attending workshops and conferences	Jan 9, 2014 12:48 PM
73	Courses in web development (basic HTML and CSS) contributed to my knowledge/work.	Jan 9, 2014 9:38 AM
74	Professional development in "adjacent" professions (UX, BA, etc)	Jan 9, 2014 8:24 AM
75	Was a copywriter, then a digital strategist. Combined both as a content strategist	Jan 9, 2014 8:11 AM
76	still learning through blogs, twitter links, and linkedin interest groups	Jan 9, 2014 7:26 AM
77	Confab conference, Meet-ups, Books	Jan 9, 2014 6:52 AM

Page 4, Q8. How did you learn to do content strategy? (Choose all that apply)

78

Around 2008 when the term "content strategy" started being bandied about, I realized that its functions were something I was doing already. :)

Jan 8, 2014 11:07 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

1	To have more more support/understanding from executive management in the role and it's importance.	Feb 1, 2014 9:11 PM
2	More recognition in my firm	Feb 1, 2014 6:20 PM
3	Respect for the practice with the corporation	Feb 1, 2014 5:14 PM
4	Working for my current form is fairly new, so I can't yet say.	Feb 1, 2014 4:43 PM
5	My biggest pet peeve is the fact that most of my clients bring me in near the end of a project — once they realize their content isn't working — rather than at the planning and strategy stages of the project. So they bring me in to "fix the copy" and then once I assess it, I discover a ton of problem's with the project's IA, messaging hierarchy, and UX that need fixing in order to fix the lack of performance with the copy. But it's too late and I have to do damage control.	Feb 1, 2014 1:27 PM
6	Concentrate more on content marketing and digital strategy.	Feb 1, 2014 11:42 AM
7	That a majority of content we create is PDFs first and digital second or fourth.	Feb 1, 2014 11:12 AM
8	More effective business cases for content strategy	Feb 1, 2014 10:58 AM
9	Better integration and collaboration with other disciplines throughout the design process.	Feb 1, 2014 8:58 AM
10	Planners.	Feb 1, 2014 8:27 AM
11	Better definition of the role	Feb 1, 2014 3:16 AM
12	I need more writers with the ability to write well around financial topics. I'm writing too much myself.	Feb 1, 2014 1:44 AM
13	Put more structure around content strategy as a practice; be able to delineate between content strategy and content marketing easier.	Jan 31, 2014 7:53 PM
14	More diligent planning and up-front research (though, as always, only just enough to inform the next step).	Jan 31, 2014 6:15 PM
15	More time (or more help)	Jan 31, 2014 5:38 PM
16	Not to have to educate Australians about what it is.	Jan 31, 2014 5:35 PM
17	I'd focus more on strategy and less on daily grind things.	Jan 31, 2014 5:23 PM
18	My job title	Jan 31, 2014 4:36 PM
19	More authority to enforce standards.	Jan 31, 2014 4:00 PM
20	Spend more time on content; less time on other crap.	Jan 31, 2014 3:56 PM
21	We really have to mine to get great content out of our people. It's not all about curating others' content -- it's about creating your own.	Jan 31, 2014 3:16 PM
22	I'm still new and the idea of content strategy is fairly new and limited here. I see	Jan 31, 2014 12:47 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

	that as an opportunity, but it will be lots of work. I'm officially doing digital and social strategy, but I see this as a trojan horse to really focus on content strategy.	
23	Understanding of others in UX team--that content strategy is integral and should be part of the plan from Day 1.	Jan 31, 2014 12:41 PM
24	Same as probably most people - more client understanding of the importance of content strategy, and to have that reflected in project budgets.	Jan 31, 2014 12:27 PM
25	I would like there to be a best practices resource that is reliable.	Jan 31, 2014 12:27 PM
26	Clearer access to and understanding of the organization's process. Government regulators have extremely low tolerance for risk, which is okay, but what's not is that it's hard to figure out who actually does get to make decisions; how to approach conversations with them to get agreement on strategy and priority; how to get other, less directly regulatory content producers wrangled into line; and perhaps most importantly, how to get subject matter experts who oversee large lines of business, but who don't grasp marketing or communication strategy, to bring a large organization under them to heel around a single content strategy. In other words: it's not what the strategy is or how to define one, but it's how to get access to the appropriate levers inside a large bureaucracy from a role within the digital office, four down the ladder from the person in charge of the whole organization, to actually define the policies that get people bought in.	Jan 31, 2014 11:46 AM
27	I'm taking it on because there's a need nobody recognized or filled, so it's be nice to be compensated more for the extra work.	Jan 31, 2014 11:39 AM
28	That I could be identified as a strategist and separate the content generation/community management aspect from my primary role as strategist.	Jan 31, 2014 11:25 AM
29	Have a broader understanding from above that a strategy for content is critical.	Jan 31, 2014 11:15 AM
30	Make people understand that content strategy is woven into everyone's role, not just the PR dept.	Jan 31, 2014 11:13 AM
31	Be less tactical and more strategic.	Jan 31, 2014 11:06 AM
32	Tighter integration between digital and off-line content strategies.	Jan 31, 2014 11:04 AM
33	That I could concentrate solely on the content strategy and content management initiatives instead of grafting it on top of my day-to-day role (that of Production Manager)	Jan 31, 2014 4:01 AM
34	more cooperation with others, i.e. Designers and IT - "teamspirit"	Jan 31, 2014 2:26 AM
35	More time dedicated specifically to content strategy in order to build more specialisation, and to ensure it is valued as an activity.	Jan 30, 2014 9:12 PM
36	Gain better understanding of how to apply content strategy to my job, also how to identify better things that fall under content strategy umbrella	Jan 30, 2014 5:15 PM
37	Acknowledgement of the importance of content strategy as a discipline.	Jan 30, 2014 2:08 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

38	Less time on copy decks, more time on actual strategy.	Jan 30, 2014 1:53 PM
39	I wish I was better with technology and up on all the latest content strategy & mgmt tools out there.	Jan 30, 2014 1:46 PM
40	Have it more clearly defined, with time allotted to educate, both internally and externally.	Jan 30, 2014 1:05 PM
41	Less educating of client	Jan 30, 2014 12:39 PM
42	More interaction with C-Level. I tend to have interaction at the VP and Senior VP Levels; interaction and buy-in/empowerment at the C-Level will be critical in continuing to grow and evangelize content strategy and what it has to offer.	Jan 30, 2014 11:39 AM
43	hire a project manager!	Jan 30, 2014 10:36 AM
44	good question	Jan 30, 2014 10:07 AM
45	Na	Jan 30, 2014 9:58 AM
46	More consultative engagements, where we measure the real impact of our work at the end.	Jan 30, 2014 9:38 AM
47	As a new freelancer/consultant, to have better access to organisations who need me - thus spending more time doing my job rather than chasing leads.	Jan 30, 2014 9:27 AM
48	more resources	Jan 30, 2014 8:09 AM
49	Better tools to do my job	Jan 30, 2014 7:06 AM
50	Getting people to understand why content strategy matters	Jan 30, 2014 5:49 AM
51	Less workload, more time to focus.	Jan 30, 2014 4:07 AM
52	i need an assistant.	Jan 30, 2014 4:00 AM
53	be more involved, in amount, in global communication strategy	Jan 30, 2014 3:09 AM
54	More support from my leadership.	Jan 29, 2014 10:43 PM
55	Create more time for content generation.	Jan 29, 2014 9:18 PM
56	That people would take content more seriously.	Jan 29, 2014 8:24 PM
57	Less marketing more strategy	Jan 29, 2014 7:38 PM
58	I wish I could clone myself. Not enough hours in the day.	Jan 29, 2014 7:28 PM
59	Having better analytics tools. Proving ROI of content with a limited tool set	Jan 29, 2014 7:21 PM
60	I am the discipline lead for a thriving content strategy practice (7 full-time practitioners). If anything, I wish I got to do more project work and less management (resourcing, scoping, and correspondence with Project Managers on the refinement of content workstreams), but that's every manager's complaint!	Jan 29, 2014 5:27 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

61	Employers should have a full understanding of what content strategy/marketing is and does, not just throw it out as a buzz word to attract employees	Jan 29, 2014 5:20 PM
62	To have more hands on creating the content as opposed to being a part of a review process	Jan 29, 2014 4:56 PM
63	Have it more appreciated by Senior decision makers	Jan 29, 2014 4:36 PM
64	To A/B test more content	Jan 29, 2014 4:06 PM
65	Less report writing	Jan 29, 2014 3:48 PM
66	More visibility to others, less isolated activities.	Jan 29, 2014 2:11 PM
67	Improved technology understanding	Jan 29, 2014 2:02 PM
68	More time for planning and execution.	Jan 29, 2014 1:44 PM
69	I would love it if more clients understood what content strategy could do for them, and for it to be a more extensive and robust part of ux projects.	Jan 29, 2014 12:43 PM
70	Being able to solely focus on one main aspect of my career and develop it fully, vs. being scattered wearing a few different hats during the work week.	Jan 29, 2014 12:35 PM
71	More writing assignments (beyond Powerpoint). And the ability to do more research and user and stakeholder interviews.	Jan 29, 2014 11:52 AM
72	Create license	Jan 29, 2014 11:17 AM
73	More defined role. Currently, my team is functioning as writer/editors and we're trying to serve more of a strategic role. We don't have centralized content management among all of our teams.	Jan 29, 2014 11:10 AM
74	More money and power.	Jan 29, 2014 11:08 AM
75	Broader buy-in of the need for organizations to invest in content strategy.	Jan 29, 2014 10:58 AM
76	More visibility - greater understanding of my role from coworkers	Jan 29, 2014 10:34 AM
77	That content and content strategy is better understood by the people who control project budgets.	Jan 29, 2014 10:30 AM
78	I wish I didn't have to do it all.	Jan 29, 2014 10:02 AM
79	A stronger emphasis on Content Strategy in the larger process to allow more time and thinking with traditional and relevant deliverables.	Jan 29, 2014 9:55 AM
80	work with a change manager to help clients design realistic governance plans and carry on content strategies after consulting projects end	Jan 29, 2014 9:37 AM
81	Most people, including marketing and social media folks, don't understand what "content strategy" is.	Jan 29, 2014 9:36 AM
82	The systems that we have to work with are old and cumbersome.	Jan 29, 2014 9:30 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

83	I'd do more of it!	Jan 29, 2014 9:25 AM
84	Given more actual authority for my site. Very politically controlled environment.	Jan 29, 2014 9:10 AM
85	Nothing - though I would like to hire more great people	Jan 29, 2014 9:08 AM
86	Clients more willing to invest in strategic versus tactical projects.	Jan 29, 2014 8:56 AM
87	more mentorship, training	Jan 29, 2014 8:51 AM
88	Needing to defend it against ux designers.	Jan 29, 2014 8:35 AM
89	More socialization around the discipline -- I'm constantly having to explain how what I do is different than marketing.	Jan 29, 2014 8:12 AM
90	more useful inventory/mapping tools.	Jan 29, 2014 8:11 AM
91	More resources to help.	Jan 29, 2014 8:06 AM
92	I would like to have more technical tools to better perform my job and a real team instead of freelancers.	Jan 29, 2014 8:01 AM
93	Focus more on strategy rather than producing content	Jan 29, 2014 7:37 AM
94	Provide more integration of IA and content management.	Jan 29, 2014 7:29 AM
95	Often I'm trying to fix what is broken, rather than start with a clean slate. It's difficult to determine a content strategy after a website is already up and running.	Jan 29, 2014 7:14 AM
96	I would like to be involved sooner, in an advisory capacity.	Jan 29, 2014 7:11 AM
97	Position the content strategy role within the business rather than in IT.	Jan 29, 2014 6:40 AM
98	That I'd be dedicated to content strategy full time - given the amount of content we create, it's vital we do it thoughtfully rather than in reactive mode.	Jan 29, 2014 6:07 AM
99	Culture. I know it is part of my role to educate colleagues on the importance of content strategy - I just wish I could do it faster so our websites can get better.	Jan 29, 2014 5:19 AM
100	I'd chose another Master degree!	Jan 29, 2014 4:21 AM
101	Mandate to do more for the customer without the delays	Jan 29, 2014 4:19 AM
102	That my clients would appreciate what I do - and pay me accordingly.	Jan 29, 2014 4:01 AM
103	None.	Jan 29, 2014 3:39 AM
104	Heading a team of content strategists, marketing and design	Jan 29, 2014 3:22 AM
105	hire a few juniors to do the data crunching	Jan 29, 2014 3:11 AM
106	to wear less hats!	Jan 29, 2014 3:09 AM
107	Establish Content Strategy as a discipline. Still not really recognized in Germany.	Jan 29, 2014 3:08 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

108	I'd like to have more time to do it right and time to keep up to date with constant changes from the environment.	Jan 29, 2014 2:26 AM
109	I'd like to do more teaching.	Jan 29, 2014 2:17 AM
110	More teamwork	Jan 29, 2014 1:55 AM
111	The perception that anyone can do CS!	Jan 28, 2014 11:37 PM
112	More understanding internally of what I can do	Jan 28, 2014 11:33 PM
113	More of strategy work and less of marketing	Jan 28, 2014 11:29 PM
114	Have more resources	Jan 28, 2014 10:44 PM
115	More writing! once I've helped a client write the strategy I'd love to be there to help them implement it	Jan 28, 2014 10:27 PM
116	Dedicate more time to self-education on all aspects of content strategy.	Jan 28, 2014 10:25 PM
117	I'd be involved in projects from the very beginning, rather than briefed in at the "creative development" stage.	Jan 28, 2014 10:15 PM
118	I'd like more time to develop the practice within my organization.	Jan 28, 2014 10:08 PM
119	Focus my work on science/research domain rather than general business projects	Jan 28, 2014 9:49 PM
120	More training	Jan 28, 2014 9:46 PM
121	Higher visibility	Jan 28, 2014 8:43 PM
122	Streamline content management with better software and better tools. Refocus on time management with better delegation.	Jan 28, 2014 8:40 PM
123	Inadequate resourcing by employer. While content marketing is high priority, resourcing is chronically inadequate. Financial leadership is caught in an endless loop of requesting metrics to prove ROI and then trying to predict future trends to determine whether the ROI will increase or decrease.	Jan 28, 2014 8:27 PM
124	My current role is a "slash title" - I also still have other editorial and copy related responsibilities. This is not workable within anything like a standard workday, so I end up a) working 60+ hour weeks every week and b) not getting to pursue myriad unaddressed CS needs. (In fact it's not tenable, so I plan to leave the company.)	Jan 28, 2014 8:27 PM
125	Better understanding of how to develop and institute new initiatives	Jan 28, 2014 8:24 PM
126	More time for strategy, more clients who pay for help with content, less project management.	Jan 28, 2014 8:18 PM
127	Have a mentor who has been there to guide and oversee my decisions and offer feedback.	Jan 28, 2014 8:14 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

128	To learn a little bit more because I don't know what I don't know. I'm sure there is a lot more that I can be contributing to my team, with regard to content strategy, but I'm learning as I go, and learning as I need to know.	Jan 28, 2014 7:56 PM
129	Spend more time on content strategy and have it seen by superiors as an important role.	Jan 28, 2014 7:55 PM
130	Have content strategy become a more recognized role.	Jan 28, 2014 7:13 PM
131	Being on the receiving end of daily questions about commas and syntax. Basically any question that begins with, "hey content person..." isn't going to end well.	Jan 28, 2014 7:12 PM
132	being able to mechanize content audits of intranet sites.	Jan 28, 2014 7:06 PM
133	not sure	Jan 28, 2014 6:45 PM
134	Greater clarity within the organization on where roles of content strategist/interaction design, and content strategist/writer, converge and diverge	Jan 28, 2014 6:40 PM
135	Make all organisations recognise the value of knowledge workers and that they need training - having a computer and doing English at school does not prepare people for online content development	Jan 28, 2014 6:27 PM
136	Being involved earlier in projects.	Jan 28, 2014 6:23 PM
137	Recognition of content strategy as a dedicated discipline	Jan 28, 2014 6:22 PM
138	working with better/nicer UxD designers	Jan 28, 2014 6:08 PM
139	Greater recognition	Jan 28, 2014 6:06 PM
140	better messaging framework, which depends on consensus from org	Jan 28, 2014 5:53 PM
141	To elevate the importance of the role in the eyes of colleagues (devs, designers) and clients. The 'strategy' element of content is often undervalued. And the time it takes to produce quality content is also misunderstood.	Jan 28, 2014 5:40 PM
142	More time up front with strategic concerns.	Jan 28, 2014 5:28 PM
143	100% focus on content strategy.	Jan 28, 2014 5:27 PM
144	More time and resources for analysis and measurement	Jan 28, 2014 5:22 PM
145	I primarily do technical content strategy, which always gets confused with marketing content strategy.	Jan 28, 2014 5:17 PM
146	TOO MUCH TO DO!!!!	Jan 28, 2014 5:15 PM
147	hire more of me	Jan 28, 2014 5:07 PM
148	Need more staff.	Jan 28, 2014 5:06 PM
149	more time to explore content strategy and having a source of other content	Jan 28, 2014 5:00 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

	strategy business and ideas	
150	Would love to actually write more (in the creative sense).	Jan 28, 2014 4:55 PM
151	More time to think at a strategic level	Jan 28, 2014 4:37 PM
152	Being able to be more flexible in responding to changes and to try things out	Jan 28, 2014 4:28 PM
153	More time for big thoughts, less time on small tasks	Jan 28, 2014 4:09 PM
154	Raise the profile and importance of content strategy.	Jan 28, 2014 4:06 PM
155	To clarify my role as more of a strategic decision maker than a content implementer. That's clear in my job description, but is hard to bring about in real life.	Jan 28, 2014 3:55 PM
156	do less project management, more content strategy	Jan 28, 2014 3:43 PM
157	much more awareness of the CS tasks and potential	Jan 28, 2014 3:41 PM
158	Focus specifically on content strategy	Jan 28, 2014 3:35 PM
159	More headcount, more money.	Jan 28, 2014 3:27 PM
160	I'd like to be brought into projects earlier, working more closely with both business strategists and UX designers.	Jan 28, 2014 3:25 PM
161	To be in more of a manager role to ensure that work assigned is really CS	Jan 28, 2014 3:23 PM
162	I'd like more weight - more value for my opinion - and more responsibility. I feel like a go-fer sometimes.	Jan 28, 2014 3:23 PM
163	My leadership's understanding of content strategy and its importance.	Jan 28, 2014 3:18 PM
164	I'd grant the wider business world a better understanding of content strategy and the value it can add to an organisation.	Jan 28, 2014 3:14 PM
165	Having an additional client.	Jan 28, 2014 3:14 PM
166	More time for strategy, less hands-on	Jan 28, 2014 3:12 PM
167	Inclusion earlier on in discovery process.	Jan 28, 2014 3:06 PM
168	more time for content strategy	Jan 28, 2014 2:59 PM
169	Being given more time to strategically plan for content before launch, and then ample time post-launch to track, analyze, and measure results.	Jan 28, 2014 2:58 PM
170	need more contact and engagement with clients	Jan 28, 2014 2:56 PM
171	Help clients understand value and importance. Need more hours in the day!	Jan 28, 2014 2:53 PM
172	Be more involved in the upfront work, including stakeholder interviews and persona development. I'd also branch out into more offline work that helps	Jan 28, 2014 2:53 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

	ground the online work for a more cohesive customer experience.	
173	Opportunity to spend more time on content work, be able to focus more consistently	Jan 28, 2014 2:52 PM
174	Finding full-time employment. I'm actively seeking full-time employment in digital content -- management or administrative role.	Jan 28, 2014 2:50 PM
175	More time on content, less on other areas.	Jan 28, 2014 2:42 PM
176	Just starting this role. Before I was in an agency and was finding it difficult to profitably monetise content strategy, probably because that's not my skill set.	Jan 28, 2014 2:40 PM
177	Be able to build more capacity for my department.	Jan 28, 2014 2:37 PM
178	I don't get to write as much as I would like. The way our organization is set up has the content creators separate from the content strategists.	Jan 28, 2014 2:36 PM
179	More content strategy earlier in the process.	Jan 28, 2014 2:35 PM
180	Less how to's in the industry, more work	Jan 28, 2014 2:31 PM
181	Better tools	Jan 28, 2014 2:31 PM
182	More support. I love wearing multiple hats and doing a ton of stuff, but I am frequently stretched too thin to do the quality that I expect from myself.	Jan 28, 2014 2:31 PM
183	More user engagement	Jan 28, 2014 2:31 PM
184	Always could use additional resources.	Jan 28, 2014 2:29 PM
185	Need a support person	Jan 28, 2014 2:25 PM
186	For people to work with me as a strategist rather than a production resource.	Jan 28, 2014 2:21 PM
187	not sure	Jan 28, 2014 2:18 PM
188	Less focus on "copywriting."	Jan 28, 2014 2:13 PM
189	More budget and turnover responsibility	Jan 28, 2014 2:13 PM
190	Who I report to	Jan 28, 2014 2:07 PM
191	I'm not sure. I'd have to think about that.	Jan 28, 2014 2:07 PM
192	More management support and understanding of content strategy processes.	Jan 28, 2014 2:05 PM
193	Content is still "bolted on," not "built in." I'm working to shift the model, but it's a long road.	Jan 28, 2014 2:03 PM
194	nothing	Jan 28, 2014 2:03 PM
195	Clients need to be more aware of the amount of value that this role can bestow upon their on- and offline initiatives. They think it is easy, but it is becoming	Jan 28, 2014 2:01 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

	increasingly difficult as markets evolve.	
196	More time committed to content innovation	Jan 28, 2014 2:00 PM
197	To dedicate more time to content strategy as opposed to content management.	Jan 28, 2014 2:00 PM
198	Support from management (ha)	Jan 28, 2014 1:56 PM
199	Sales department (and other) often does not understand the value of content marketing for b2b, and want us to write about our products. So I wish they and everyone in my organization would understand the value. I think that also would make it easier to get people to contribute in content creation.	Jan 28, 2014 1:55 PM
200	Greater influence.	Jan 28, 2014 1:53 PM
201	More training regarding content strategy for my team so they have a better understanding of why it's important.	Jan 28, 2014 1:44 PM
202	clone myself	Jan 28, 2014 1:26 PM
203	Ensuring I'm always brought in before the site/page is designed.	Jan 28, 2014 1:22 PM
204	More creative direction, less technical content strategy	Jan 28, 2014 1:21 PM
205	Mo' money	Jan 28, 2014 1:18 PM
206	Help execs understand the importance and value of it. It needs to have dedicated staff, not just have content tacked on to someone else's job.	Jan 28, 2014 1:14 PM
207	More focus on planning and evergreen content creation. Less on social media marketing.	Jan 28, 2014 1:12 PM
208	More support	Jan 28, 2014 1:12 PM
209	I dont want to change but wanted to increase more things	Jan 28, 2014 1:12 PM
210	More organization and process.	Jan 28, 2014 12:58 PM
211	Remove the bottlenecks of colleagues that don't 'get' content marketing	Jan 28, 2014 12:56 PM
212	Require companies to first have a strategy before they execute content marketing programs	Jan 28, 2014 12:52 PM
213	More exposure to new content strategy tools, methodologies, and standards.	Jan 28, 2014 12:42 PM
214	None	Jan 28, 2014 12:39 PM
215	Having the ability to strategize earlier in the game and provide ongoing content plans which reflect solid messaging across channels. I work in the social/mobile arena.	Jan 28, 2014 12:31 PM
216	-	Jan 28, 2014 12:28 PM
217	Since I do much more than content strategy, and like it that way, trying to	Jan 28, 2014 12:28 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

	determine what to charge people is difficult for me. The client has no idea when they hire me that I'm going to up-end everything and find so much that's wrong, and they want more, more, more. But had I told them in the beginning what the price would come to, they never would have bought in. How to do value pricing, for example, when I don't even know the horrors that I'll discover along the way?	
218	broader awareness/acceptance that content strategy is a important role for my organization	Jan 28, 2014 12:26 PM
219	While I'm glad to have a role as a "doer" that involves a lot of strategic thinking and planning, I wonder how and where I'll be able to move up into more of a full-time management role with a focus on strategy. For now, I'm on the same tier as many of the supervisors in my organization because I do a lot of strategic work. I manage large projects. But I do not have a team of my own, and I'm not sure where I could go to take that next step.	Jan 28, 2014 12:26 PM
220	More staff for content creation	Jan 28, 2014 12:17 PM
221	I'm pretty happy doing what I'm doing.	Jan 28, 2014 12:17 PM
222	More community and support.	Jan 28, 2014 12:14 PM
223	More control of the overall strategic direction (currently set by CEO who doesn't understand social media/the internet in general)	Jan 28, 2014 12:13 PM
224	have less of a role with the technical training of our CMS in order to focus on governance and planning	Jan 28, 2014 12:12 PM
225	faster!	Jan 28, 2014 12:09 PM
226	I work solely on small projects, and it's hard to get the client's buy in and it's a constant battle to convince them of the value of the process.	Jan 28, 2014 12:07 PM
227	Content entering into CMS, content inventories	Jan 28, 2014 12:06 PM
228	Turn over curation to folks with interest/expertise in specific categories.	Jan 28, 2014 12:03 PM
229	Get subscriptions to appropriate web-based analytic tools and build in training to my schedule	Jan 28, 2014 11:59 AM
230	Persuade people that content is more important than process	Jan 28, 2014 11:58 AM
231	More autonomy, fewer spreadsheets	Jan 28, 2014 11:56 AM
232	Fewer meetings! :)	Jan 28, 2014 11:55 AM
233	More support; be able to delegate more	Jan 28, 2014 11:52 AM
234	I like that I get to define much of what I do, but I feel like it's within a bubble. So for that, I just wish there were more clearly defined roles, responsibilities, and objectives.	Jan 28, 2014 11:49 AM
235	To get digital agencies to see the benefit of content strategy beyond	Jan 28, 2014 11:45 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

236	It would be that I wish CS were not being treated as an experiment. All of the CSEs are contractors and it's the only discipline in this 80-person UX group that doesn't have a FTE. I am the lead and it's difficult to be or feel empowered to engage in change management without being given enough gravitas via title or ceremony.	Jan 28, 2014 11:37 AM
237	more value added to the role.	Jan 28, 2014 11:35 AM
238	Lack of creativity	Jan 28, 2014 11:35 AM
239	A greater emphasis on content strategy in my job.	Jan 28, 2014 11:35 AM
240	Less project management, more time to dedicate to content.	Jan 28, 2014 11:33 AM
241	Grow it into a team, from a team of one!	Jan 28, 2014 11:31 AM
242	More control and freedom to unite departments under one formal content strategy.	Jan 28, 2014 11:29 AM
243	Greater recognition of CS as a discipline inside and outside my company	Jan 28, 2014 11:28 AM
244	Hire a full time content strategist, since I am a TechCom manager who also plays a global content strategy role for technical content in my organization	Jan 28, 2014 11:27 AM
245	Getting everyone who works with the website to agree what comprises good content.	Jan 28, 2014 11:27 AM
246	n/a	Jan 28, 2014 11:24 AM
247	More organizational authority in my role.	Jan 28, 2014 11:23 AM
248	More POWER!!! Seriously, to be at the front of the bus ahead of IA and UX working to make things make sense as the 1st step in an highly iterative game.	Jan 28, 2014 11:22 AM
249	More formal content strategy process & guidelines	Jan 28, 2014 11:19 AM
250	Delegate some tasks to focus on strategic part or job.	Jan 28, 2014 11:17 AM
251	More time in a day.	Jan 28, 2014 11:12 AM
252	Be more in charge of content strategy rather than tasked with translating it to decision makers, and more authority in print and newsletter channels to better integrate strategy on all channels.	Jan 28, 2014 11:10 AM
253	learn more about content modeling and repurposing content	Jan 28, 2014 11:09 AM
254	Find quality outside help.	Jan 28, 2014 11:07 AM
255	More time to plan	Jan 28, 2014 11:04 AM
256	clients who truly understand the value	Jan 28, 2014 11:04 AM
257	Add additional in-house editing/writing expertise. Currently we use freelance parties who understand less about the brands.	Jan 28, 2014 10:59 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

258	dedicated title for this work	Jan 28, 2014 10:58 AM
259	I would love to develop and use a standardized auditing spreadsheet template. I have to develop a unique template each time and no one has time/patience to read and understand the spreadsheet.	Jan 28, 2014 10:58 AM
260	Alignment across the business	Jan 28, 2014 10:53 AM
261	Pay.	Jan 28, 2014 10:50 AM
262	Make the "content strategy part" an official and essential part of my role definition, as known by the rest of the company.	Jan 28, 2014 10:50 AM
263	more resources	Jan 28, 2014 10:49 AM
264	To stop having to get content "validated" and to be able to take complete ownership of my content.	Jan 28, 2014 10:48 AM
265	I would spend more time on planning, and producing the content itself.	Jan 28, 2014 10:48 AM
266	I would like for content strategy to be thought of before graphic design, my main client does not see that	Jan 28, 2014 10:46 AM
267	I'd have more ability to translate business initiatives into digital messages instead of supporting others who do this work.	Jan 28, 2014 10:45 AM
268	Focus 100% on strategy	Jan 28, 2014 10:43 AM
269	to create a team which help me to specialize just in one role of my current work	Jan 28, 2014 10:42 AM
270	More leadership opportunities for content strategists embedded within the organization.	Jan 28, 2014 10:41 AM
271	Ha, don't get me started.	Jan 28, 2014 10:39 AM
272	Increased budget for staff to create/curate content	Jan 28, 2014 10:38 AM
273	less editorial, more content strategy: modeling, strategic, taxonomy, audit, etc	Jan 28, 2014 10:38 AM
274	Would like content and marketing to be made more central to organization's mission.	Jan 28, 2014 10:35 AM
275	more opportunities to work creatively	Jan 28, 2014 10:35 AM
276	Less selling, more content strategy	Jan 28, 2014 10:32 AM
277	Nothing--I LOVE my job!	Jan 28, 2014 10:29 AM
278	Clearer focus on deliverables and accountabilitys	Jan 28, 2014 10:25 AM
279	Workload	Jan 28, 2014 10:25 AM
280	More resources	Jan 28, 2014 10:23 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

281	More involvement in the media plan/buying.	Jan 28, 2014 10:20 AM
282	More support to manage the program and more budget	Jan 28, 2014 10:20 AM
283	more training from outside the company - via conference, online coursework, etc.	Jan 28, 2014 10:17 AM
284	Current a "Senior Writer." Would like job description and title to incorporate Content Strategy responsibilities.	Jan 28, 2014 10:17 AM
285	To have more time to spend on the managerial aspects of content strategy instead of the execution of the content.	Jan 28, 2014 10:15 AM
286	I'd love to have more training options. My company offers reimbursement for professional training, but there just aren't that many content-specific training options out there. Most of what I've learned has been self-taught.	Jan 28, 2014 10:14 AM
287	Less time spent on editing	Jan 28, 2014 10:14 AM
288	More budget/support to create content	Jan 28, 2014 10:13 AM
289	broader scope of role & more internal buy-in	Jan 28, 2014 10:12 AM
290	Wish we could better link the print and online work in our org. Currently it is too silo-ed and they really should work together and be looked at in unison.	Jan 28, 2014 10:12 AM
291	The organization - and the understanding from clients that it takes time.	Jan 28, 2014 10:12 AM
292	Broader understanding and consensus (both among clients and internally) of CS and how it can benefit organizations	Jan 28, 2014 10:10 AM
293	Increase content strategy portion of my job.	Jan 28, 2014 10:09 AM
294	Become more involved in taxonomy development.	Jan 28, 2014 10:08 AM
295	There would be more people working with me, specifically people whose job it is to do the production and web writing/editing work. I'd prefer to focus on managing the websites I work and coming up with a comprehensive digital strategy that people can follow.	Jan 28, 2014 10:07 AM
296	We're a small nonprofit, so we all wear lots of hats. I'd like to be able to farm out certain tasks, like social media, that require constant attention.	Jan 28, 2014 10:07 AM
297	Earlier involvement with client projects so I could have more influence on decisions	Jan 28, 2014 10:06 AM
298	??	Jan 28, 2014 10:06 AM
299	Have more support staff to do the "doing" so I can focus on more "thinking".	Jan 28, 2014 10:05 AM
300	Diving deeper into one brand's strategy, versus touching on a large corporation's dozens of brands.	Jan 28, 2014 10:02 AM
301	Multitasking	Jan 28, 2014 10:02 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

302	more strategy less process	Jan 28, 2014 10:02 AM
303	More buy-in and understanding of the importance of content strategy	Jan 28, 2014 10:01 AM
304	Eliminate the in-fighting over the gray areas and increase the understanding of the role as a collaborative resource.	Jan 28, 2014 10:01 AM
305	Creation of a dedicated content strategist role.	Jan 28, 2014 10:01 AM
306	Clients to have larger budgets to allow for more thinking time.	Jan 28, 2014 9:59 AM
307	Make ux listen to content pov	Jan 28, 2014 9:59 AM
308	More respect for my role (I'm not just a copywriter, I'm a strategist).	Jan 28, 2014 9:59 AM
309	To actually be named a content strategist.	Jan 28, 2014 9:58 AM
310	To do less production work myself	Jan 28, 2014 9:58 AM
311	More in-depth stuff, less high-level	Jan 28, 2014 9:58 AM
312	Earlier buy-in from management	Jan 28, 2014 9:56 AM
313	More official notice of the importance of content strategy.	Jan 28, 2014 9:56 AM
314	More time to do spec content strategy work without having to have a shippable deliverable at the end of it.	Jan 28, 2014 9:56 AM
315	I would have more people with more content specific experience that could provide more ideas working with me	Jan 28, 2014 9:55 AM
316	Wish that the role and the work that CS's do were better known, even among my immediate colleagues!	Jan 28, 2014 9:55 AM
317	More structure.	Jan 28, 2014 9:54 AM
318	More governance!	Jan 28, 2014 9:53 AM
319	More training	Jan 28, 2014 9:52 AM
320	Less content creation, more oversight.	Jan 28, 2014 9:52 AM
321	more CS than UX (for same pay)! :)	Jan 28, 2014 9:52 AM
322	More organization and help in the department	Jan 28, 2014 9:52 AM
323	It is a newly defined role in the company so I have some liberty to develop new things. However, it is hard to convince more tech-oriented coworkers that content has to be part of our overall plan.	Jan 28, 2014 9:50 AM
324	Have a full time content strategist added to my team	Jan 28, 2014 9:49 AM
325	More time to manage a better editorial calendar and overall strategy.	Jan 28, 2014 9:48 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

326	Less time being the CMS expert/IT help and more time doing actual content strategy	Jan 28, 2014 9:47 AM
327	Not sure - just started a new job!	Jan 28, 2014 9:47 AM
328	Add some creativity to the job.	Jan 28, 2014 9:45 AM
329	To give our ad agency a sudden realization that content strategy is the foundation for all the "cool" stuff. Strategy first, tactics second.	Jan 28, 2014 9:45 AM
330	A content strategy process baked into our project workflow.	Jan 28, 2014 9:44 AM
331	To have less content management/ technical responsibilities and focus on strategy and content creation. Also, having access to a designer to support me in my role would be extremely helpful.	Jan 28, 2014 9:43 AM
332	find more work	Jan 28, 2014 9:43 AM
333	To have departments understand that content is king and not to sideline content until after major decisions have been made.	Jan 28, 2014 9:42 AM
334	I would have more collaboration with other departments	Jan 28, 2014 9:42 AM
335	level of influence in broader organization	Jan 28, 2014 9:41 AM
336	Do fewer things or have more time.	Jan 28, 2014 9:41 AM
337	Being able to charge a fee deserving of an excellent media strategist or experienced marketing director' without a long explanation of "what exactly" I do.	Jan 28, 2014 9:41 AM
338	More time in a day! ;)	Jan 28, 2014 9:40 AM
339	Ability to focus on it entirely. Currently I have a dual role: Director of Content Strategy and online project Account Strategist/Client Service/Project Manager.	Jan 28, 2014 9:40 AM
340	I would have more time to do strategy and work more closely with Marketing in developing that.	Jan 28, 2014 9:39 AM
341	Better able to articulate my job to potential clients	Jan 28, 2014 9:39 AM
342	I want formal recognition for the role of content strategy/mnagement.	Jan 28, 2014 9:39 AM
343	I'd like my clients to better understand the value of a comprehensive content strategy vs. piecemeal deliverables	Jan 28, 2014 9:38 AM
344	Better balance between strategy and tactics (leans tactical now)	Jan 28, 2014 9:38 AM
345	Less time planning and strategizing, more time creating.	Jan 28, 2014 9:38 AM
346	My attention is constantly pulled away from content strategy to do other tasks; I can't focus on it	Jan 28, 2014 9:37 AM
347	More time with each project, instead of juggling so many at a time.	Jan 28, 2014 9:37 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

348	Executive leaderships investment & appreciation	Jan 28, 2014 9:37 AM
349	Support and recognition of all stakeholders.	Jan 28, 2014 9:36 AM
350	We need professional associations who can offer further education.	Jan 28, 2014 9:36 AM
351	Change in title to more accurately portray what I do.	Jan 28, 2014 9:36 AM
352	less stress	Jan 28, 2014 9:36 AM
353	Hire a complete web team to handle the technical implementation of content marketing initiatives. We currently use an agency (that I didn't select) that's a disaster.	Jan 28, 2014 9:36 AM
354	To get more support for the many different roles I am required to play.	Jan 28, 2014 9:35 AM
355	More clients.	Jan 28, 2014 9:35 AM
356	More definition around the content strategy discipline and where it fits into the overall digital process.	Jan 28, 2014 9:35 AM
357	More strategy, less execution.	Jan 28, 2014 9:34 AM
358	Make the IT department and corporation understand that a website is a communication tool, not a file repository	Jan 28, 2014 9:34 AM
359	Focus less on content for our product and focus more on marketing and sales collateral creation.	Jan 28, 2014 9:34 AM
360	More autonomy.	Jan 28, 2014 9:34 AM
361	Having best practices to use for my job.	Jan 28, 2014 9:33 AM
362	More power in overall marketing and business strategy	Jan 28, 2014 9:33 AM
363	strategic impact	Jan 28, 2014 9:33 AM
364	More time to actually develop strategy.	Jan 28, 2014 9:33 AM
365	Variety of work - more than one project	Jan 28, 2014 9:32 AM
366	I'm currently straddling the line between my old career - UX - and my new one - CS. My firm has me working alternately in each, but it might be nice to have more CS work.	Jan 28, 2014 9:32 AM
367	Get better at getting client champions with real clout	Jan 28, 2014 9:32 AM
368	Currently my position influences multichannel developement, but it is primarily digital -- would like to evolve role to have greater influence on development of nondigital as well as core digital channels	Jan 28, 2014 9:32 AM
369	More time from my team to work on moving forward our Content Strategy Roadmap, rather than tactical, release work.	Jan 28, 2014 9:32 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

370	None.	Jan 28, 2014 9:31 AM
371	Less content entering, more time for strategy and analytics	Jan 28, 2014 9:31 AM
372	Not having to fight to get others to let me do my job effectively.	Jan 28, 2014 9:30 AM
373	more time to get the work completed properly	Jan 28, 2014 9:30 AM
374	To actually focus more on strategy vs. administrative tasks and project management.	Jan 28, 2014 9:30 AM
375	More strategy	Jan 28, 2014 9:29 AM
376	to simplify it!	Jan 28, 2014 9:29 AM
377	More support from upper-level management so that it wouldn't involve so much "pulling teeth" for content.	Jan 28, 2014 9:29 AM
378	More focus on content security	Jan 28, 2014 9:29 AM
379	Having a full time analyst to help decipher the data	Jan 28, 2014 9:29 AM
380	I would like my seniors / bosses to have a better understanding of my role than they currently do. They need training as well!	Jan 28, 2014 9:29 AM
381	I need my job description and title to reflect content strategy - right now I'm severely underpaid and valued as simply a "writer." I do so much more than that, and want to as well!	Jan 28, 2014 9:28 AM
382	To focus more on some specific aspects rather than being spread so thin across many roles.	Jan 28, 2014 9:28 AM
383	More understanding of the role of a content strategist throughout my organization	Jan 28, 2014 9:28 AM
384	Hire more people to help.	Jan 28, 2014 9:28 AM
385	Having an in-house mentor. No one else here does what I do, and so I'm generally in the dark about what I need to be doing. It's hard to know what I don't know.	Jan 28, 2014 9:28 AM
386	more digital	Jan 28, 2014 9:28 AM
387	Less focus on content as an output, more as a design input.	Jan 28, 2014 9:28 AM
388	Make it a proper job	Jan 28, 2014 9:27 AM
389	A way to keep myself better organized.	Jan 28, 2014 9:27 AM
390	Bigger budgets!	Jan 28, 2014 9:27 AM
391	More transparency between myself and the client, in reagrds to my role and responsibilities.	Jan 28, 2014 9:27 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

392	Have the ability to work directly with clients rather than through an agency.	Jan 28, 2014 9:09 AM
393	Better recognition of this as a discipline. Although that is likely our (my) fault.	Jan 28, 2014 5:08 AM
394	Need better analytics!	Jan 27, 2014 9:16 PM
395	Get CS more involved up front; don't wait until the site has been designed and then ask us to come in and "deal with the content stuff"	Jan 27, 2014 8:56 PM
396	More organization around me!	Jan 27, 2014 2:44 PM
397	Be proactive	Jan 27, 2014 12:38 AM
398	Nothing. I love my job and team. Sapient has one of the largest content strategy teams in the world. So it's nice.	Jan 26, 2014 10:26 PM
399	Have the power to fully implement policies related to content (in the very broad sense) creation and management	Jan 24, 2014 12:55 PM
400	Hire real content strategists to do this work	Jan 24, 2014 7:46 AM
401	More outside support for technical questions aimed at librarians (subject specialties)	Jan 22, 2014 9:43 AM
402	I wouldn't do PHARMA.	Jan 22, 2014 7:42 AM
403	Inroduce a distinction between content strategist and content producer. I do large corporate web sites and where the thinking is more CS, operations/applying it/actual creation is lead by the CP. Also would like to make it more omni channel.	Jan 22, 2014 1:32 AM
404	Devote more time to content strategy and less on day-to-day operations.	Jan 21, 2014 4:27 PM
405	Getting a large organization to think of content as an asset and not an after thought.	Jan 21, 2014 11:29 AM
406	Learning more about primary research	Jan 21, 2014 7:38 AM
407	Get additional support	Jan 20, 2014 4:34 PM
408	More focus on strategy.	Jan 20, 2014 4:31 PM
409	I would work as an regular employee for the company, rather than as a contractor employed to fix a long standing problem - content management is an ongoing role, not a one and done task.	Jan 20, 2014 3:17 PM
410	Spend more time producing content relevant to the users, and less time producing/maintaining useless content just because it is contractually obligated	Jan 20, 2014 12:26 PM
411	I manage our Content Strategist. She is pulled in many directions so I'd love to get all other responsibilities off of her plate.	Jan 20, 2014 8:33 AM
412	More time for planning	Jan 20, 2014 6:32 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

413	Create a stronger structure for the position--give it a title and well-defined responsibilities	Jan 19, 2014 5:55 PM
414	I wish my team (editorial) could be involved earlier in the process. That said, the situation has improved over the past few years.	Jan 19, 2014 1:30 PM
415	More focus results	Jan 19, 2014 1:15 PM
416	job title, haha. wear several hats...	Jan 19, 2014 11:57 AM
417	Lessen the influence of developers in the content modeling and workflow process. It's not a product for dev teams, CS has a much broader focus.	Jan 19, 2014 9:02 AM
418	Better integration with technical areas where content is generated	Jan 19, 2014 8:55 AM
419	having clients actually do what we recommend	Jan 18, 2014 4:52 PM
420	Educating corporate culture re. content best practices	Jan 18, 2014 2:50 PM
421	More experience / time spend in the production of content.	Jan 18, 2014 11:32 AM
422	Greater recognition for content strategists who focus on editorial content. The "Digital" group thinks they own and invented everything.	Jan 18, 2014 5:49 AM
423	Integration with wider agency & other teams	Jan 18, 2014 5:05 AM
424	More strategy, less task work	Jan 16, 2014 4:44 PM
425	s[pend more time thinking strategically/analytically	Jan 16, 2014 2:07 PM
426	More focused. As a solo practitioner within a large research group, I tend to be a 'jack-of-all'.	Jan 16, 2014 1:47 PM
427	Not sure. I'm fairly new in this position. It is a large organization and a new position, so it is difficult explaining to people what I do. It would be good if all my colleagues had a better understanding of content strategy.	Jan 16, 2014 11:56 AM
428	I am so grateful that my director now recognizes "content strategy" as a field that warrants attention and a position, etc. It feels a little overwhelming at times to be the only content strategist on campus, though.	Jan 16, 2014 10:45 AM
429	Have more clients	Jan 16, 2014 8:55 AM
430	Have a content manager who worked for me and policed/implemented the governance	Jan 16, 2014 8:22 AM
431	Better pay	Jan 16, 2014 8:21 AM
432	more training on creating the right content strategy and more time to spend on its creation	Jan 16, 2014 7:51 AM
433	Overemphasis on marketing to the detriment of a beneficial user experience and strong brand consistency.	Jan 16, 2014 7:04 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

434	More opportunities to do other types of content strategy besides copywriting/editing. Org doesn't understand the importance.	Jan 15, 2014 4:56 PM
435	Project teams aren't very welcoming. They don't understand the role and feel that it infringes on their responsibilities.	Jan 15, 2014 1:53 PM
436	Dislike that content strategy is getting separated from UX and pushed over to CMS.	Jan 15, 2014 12:41 PM
437	No changes in role itself.	Jan 15, 2014 11:40 AM
438	For those at the highest levels to understand that we are problem solvers - that there is more to content than copy and paste!	Jan 15, 2014 11:38 AM
439	more focus on strategy and less tactical implementation which is called "strategy"	Jan 15, 2014 10:59 AM
440	Always...better integration of strategy & execution	Jan 15, 2014 10:46 AM
441	More resources for analytics	Jan 15, 2014 10:26 AM
442	Full-time dedication to content strategy tasks	Jan 15, 2014 8:55 AM
443	Spend more time working on content strategy and less time on writing and editing copy (we have other writers and editors on staff, but I am required to pitch in)	Jan 15, 2014 8:31 AM
444	Client education - we are rebranding to agency of record model. Formerly CMS product provider. Also, would like to expand services beyond website.	Jan 15, 2014 8:30 AM
445	Add more resources for writing content	Jan 15, 2014 8:21 AM
446	More education	Jan 15, 2014 8:12 AM
447	Spend more time doing content marketing	Jan 15, 2014 8:09 AM
448	I would like to engage in a wider array of content strategy tasks (such as helping to design & role out websites etc.) Currently our website is a global corporate template.	Jan 15, 2014 7:24 AM
449	I would like to have colleagues that also do content strategy work	Jan 15, 2014 6:11 AM
450	I would love to focus more on content strategy, and a bit less on marketing.	Jan 14, 2014 4:48 PM
451	Nothing! I work for myself and love it. Worked hard to make it happen.	Jan 14, 2014 4:46 PM
452	More strategic, less tactical (everyone could say that)	Jan 14, 2014 4:39 PM
453	Better understanding throughout the organization of the value we provide/what our team does/is capable of	Jan 14, 2014 4:35 PM
454	That the people selling and running projects knew how to sell and engage content strategists on project work.	Jan 14, 2014 2:18 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

455	Only work for the clients that pay on time.	Jan 14, 2014 1:31 PM
456	Find a full time position with a great company in an industry that I am passionate about.	Jan 14, 2014 1:04 PM
457	To improve the ease of clients finding the information they need.	Jan 14, 2014 11:01 AM
458	Get company to clarify responsibilities between team members	Jan 14, 2014 10:17 AM
459	Nothing	Jan 14, 2014 9:44 AM
460	Have more autonomy in analytics and content templates (I depend on an external consultant for this)	Jan 14, 2014 9:42 AM
461	Greater focus on strategic planning.	Jan 14, 2014 8:11 AM
462	more acceptance => ROI	Jan 14, 2014 7:02 AM
463	For all departments to understand their role in content, ie PR, social etc, rather than it being viewed as an evolution of pure SEO.	Jan 14, 2014 6:41 AM
464	More added value to what I do.	Jan 14, 2014 6:41 AM
465	More time!	Jan 14, 2014 6:17 AM
466	n/a	Jan 13, 2014 2:22 PM
467	Get clients to pay for more content strategy work More multi-channel	Jan 13, 2014 12:11 PM
468	Move full-time into Content Strategy, but our organization has such a hard time selling the benefits of it that we have been unable to make that move.	Jan 13, 2014 7:46 AM
469	I would love 1 out of 5 work days to be dedicated to content strategy learning, research, and advocacy.	Jan 13, 2014 7:41 AM
470	more support for content strategy - not the laundry list approach to web content that most in our institution seem to follow	Jan 13, 2014 7:24 AM
471	NA	Jan 12, 2014 10:15 PM
472	It's too new to say. I am defining this role with the support of my boss. That's good and bad.	Jan 12, 2014 5:07 PM
473	Not be doing a little of everything and have time to focus more on less	Jan 12, 2014 3:21 PM
474	more strategy, less copywriting!	Jan 12, 2014 12:47 PM
475	More authority	Jan 12, 2014 9:38 AM
476	Obtain more creative and strategic support	Jan 12, 2014 7:28 AM
477	There's a lot of ambiguity about what content strategy is, especially compared to the content marketing onslaught. I'd like the term "content marketing" to go away.	Jan 12, 2014 6:55 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

478	More time for strategy, more help with production work!	Jan 11, 2014 7:41 PM
479	I'd spend more time on strategy and less on day-to-day maintenance.	Jan 11, 2014 7:23 PM
480	Organizational acceptance and larger budget allocations.	Jan 11, 2014 7:19 PM
481	More time and money for the creative process.	Jan 11, 2014 6:24 PM
482	Have full-time person to help with content development	Jan 11, 2014 5:55 PM
483	Deeper organizational understanding	Jan 11, 2014 5:46 PM
484	more content strategy	Jan 11, 2014 5:27 PM
485	More clearly defined roles within the project team.	Jan 11, 2014 4:21 PM
486	Finding more talent.	Jan 11, 2014 3:51 PM
487	More strategy-focused, less executional.	Jan 11, 2014 11:37 AM
488	Not a thing. I'm new in this role (about 5 months) and I'm absolutely loving it. It's my first true pure content strategy role - very little writing, pretty much all CS.	Jan 11, 2014 11:36 AM
489	To get clients more involved in learning how to do content strategy on their own	Jan 11, 2014 10:54 AM
490	Have more authority in my content strategy role	Jan 11, 2014 10:08 AM
491	Too many meetings and no leadership.	Jan 11, 2014 10:00 AM
492	I would be paid for more of the time I spend on strategy rather than strategy leading to paid work. (That's not always the case, but I often find myself giving away knowledge to secure or upsell content creation, which is counterproductive for me.)	Jan 11, 2014 9:58 AM
493	Become better at content marketing. My job is very technical, and most of the CS jobs in my area are increasingly requiring a marketing focus.	Jan 11, 2014 8:42 AM
494	Less editing	Jan 11, 2014 6:33 AM
495	I would like to be part of a group dedicated to content strategy and related areas.	Jan 11, 2014 5:58 AM
496	See the entire project through - from concept to go live. Right now the engagement is on the deliverables (consultancy) but not on seeing the project through the end.	Jan 11, 2014 5:01 AM
497	That it not be reporting to people who have little understanding of what I do	Jan 10, 2014 7:45 PM
498	My role is currently part-time but there is need/enough work for a full-time person	Jan 10, 2014 7:17 PM
499	I would be responsible for less	Jan 10, 2014 6:59 PM
500	Working with more experienced web writers, especially when it comes to organizing the workflow.	Jan 10, 2014 4:55 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

501	Clone myself...i.e. train current staff, expand content operations the staff. Demand is high and capacity is low. But we will get there as we mature.	Jan 10, 2014 4:53 PM
502	I run a consultancy and wouldn't change any aspect of it except wouldn't mind having a full-time salesperson.	Jan 10, 2014 4:21 PM
503	More actual project work, and less answering questions that could be googled.	Jan 10, 2014 3:07 PM
504	Recognition of the strategic component to "content"	Jan 10, 2014 2:21 PM
505	`Should be formalized (title, team, etc.)	Jan 10, 2014 1:42 PM
506	n/a	Jan 10, 2014 12:47 PM
507	More time to devote to strategic tasks, less time devoted to tactics (writing and copyediting).	Jan 10, 2014 12:06 PM
508	My title. I'm in PD and the only title available in Technical Writer. I'm a Principal with potentially no way to get a new title unless I move to another department.	Jan 10, 2014 11:51 AM
509	More recognition into my work with content strategy and the need for it to grow in our organization as more people are working with content.	Jan 10, 2014 10:37 AM
510	Have another strategist working under me	Jan 10, 2014 10:27 AM
511	Work closer with design & UX	Jan 10, 2014 9:33 AM
512	My role is constrained by organisational silos. They are the biggest threat to user experience going. The brand has to work as a single entity but the silos are intent on engaging me one at a time and it is an ongoing battle to try to get them to collaborate and unify their CSs.	Jan 10, 2014 8:20 AM
513	More leadership	Jan 10, 2014 7:33 AM
514	NEED MORE HELP	Jan 10, 2014 7:09 AM
515	Have more influence on actual content. Collaborate with content team more.	Jan 10, 2014 4:38 AM
516	Be less busy ;-)	Jan 10, 2014 2:48 AM
517	/	Jan 10, 2014 1:37 AM
518	Increased influence over platforms and global process	Jan 9, 2014 7:34 PM
519	Streamline process for content approvals	Jan 9, 2014 7:03 PM
520	Greater value and appreciation for original content creation.	Jan 9, 2014 5:35 PM
521	The poor (not fit for purpose) CMS	Jan 9, 2014 5:30 PM
522	Better selling of content by sales	Jan 9, 2014 4:33 PM
523	More input on the UX and design fronts.	Jan 9, 2014 2:44 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

524	For my company to take Content Strategy more seriously as a discipline both internally and to communicate its importance to our clients.	Jan 9, 2014 2:34 PM
525	I would spend less time writing social media messages and more time measuring and doing strategy/analytics.	Jan 9, 2014 1:01 PM
526	More time from the day to day tasks to actually work on strategy and reaching out to groups in our organization.	Jan 9, 2014 12:48 PM
527	Nothing	Jan 9, 2014 12:11 PM
528	I'd like to do less copywriting/editing, and more planning and CMS work.	Jan 9, 2014 12:06 PM
529	Better structure of how content strategy is approved. If I'm ready to submit content, I would like it to have an easier approval process.	Jan 9, 2014 11:35 AM
530	I am having a hard time selling the value of quality content, as the SEO consultant just recommends long blobs of paragraphs (not even headings) with keywords and phrases to drive traffic to the site.	Jan 9, 2014 9:38 AM
531	That the strategy aspect be considered more than a quaint skill.	Jan 9, 2014 9:16 AM
532	Less administration and financial management of the business.	Jan 9, 2014 9:03 AM
533	More focus	Jan 9, 2014 8:57 AM
534	Getting into projects at the beginning, so strategy is part of the whole process.	Jan 9, 2014 8:56 AM
535	Less content creation, more strategy development and oversight	Jan 9, 2014 8:54 AM
536	I'd like to be able to spend more time focusing just on content strategy.	Jan 9, 2014 8:26 AM
537	More authority to remove content that is no longer contributing to the user experience.	Jan 9, 2014 8:25 AM
538	Have more people to delegate work to.	Jan 9, 2014 8:24 AM
539	I can't think of anything.	Jan 9, 2014 8:11 AM
540	Because of the "newness" of the role, I'd like to have a firmer role definition. OJT and self-definition have led to me doing a lot of tasks that I wonder if I should be doing at all	Jan 9, 2014 8:07 AM
541	To have the role recognised/named as a Content Strategist as opposed to 'Digital and Social Media Manager' or 'the person who runs the website and intranet projects'.	Jan 9, 2014 7:47 AM
542	To be able to be more clearly user experience oriented	Jan 9, 2014 7:35 AM
543	my employer	Jan 9, 2014 7:26 AM
544	More access to senior stakeholders early in project to define business strategy and KPIs	Jan 9, 2014 7:17 AM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

545	More strategy, less inventory	Jan 9, 2014 7:14 AM
546	Getting client buy-in to how important content strategy is and dedicating resources	Jan 9, 2014 7:05 AM
547	More time / more people to help out.	Jan 9, 2014 7:04 AM
548	Greater influence on product development	Jan 9, 2014 6:54 AM
549	Customer's perception about my work worthiness	Jan 9, 2014 6:40 AM
550	More definition/delegated authority	Jan 9, 2014 4:33 AM
551	Have someone else on my team	Jan 8, 2014 9:17 PM
552	More gigs	Jan 8, 2014 5:28 PM
553	More consulting clients. I enjoy strategizing and guiding clients with their content strategy, rather than producing content deliverables.	Jan 8, 2014 5:09 PM
554	Restrictions on software by corporation	Jan 8, 2014 4:33 PM
555	Have more time. Would also like to have control over the CMS and not have to accept so often that "The CMS can't do that," when I suspect it can.	Jan 8, 2014 3:33 PM
556	I wish we could have more of a long-term impact on our clients' content strategy and implementation of our work.	Jan 8, 2014 3:31 PM
557	Find more repeatable business.	Jan 8, 2014 2:26 PM
558	Spend more time on content strategy tasks and not get bogged down with PR/outreach role.	Jan 8, 2014 1:47 PM
559	Get more hours in the day.	Jan 8, 2014 1:28 PM
560	Continue to push for a voice in the Creative process. I have just joined a new agency to build out their CS practice and our Creatives are very new to the idea.	Jan 8, 2014 1:06 PM
561	Nothing.	Jan 8, 2014 12:53 PM
562	more time for strategy in general	Jan 8, 2014 12:36 PM
563	I'd give up straightforward editorial tasks and focus solely on content strategy - and get a job title to match!	Jan 8, 2014 12:36 PM
564	I don't want anyone to ever say to me again "Hey, can you tweet this?"	Jan 8, 2014 12:34 PM
565	Greater integration with other parts of the company — we're notoriously siloed.	Jan 8, 2014 12:28 PM
566	To not have my role be a second thought. ie. to be thought of as integral as a developer or project manager (who are usually the ones who insist on bringing me into a job).	Jan 8, 2014 12:20 PM
567	More emphasis on client education about the role of a content strategist and how	Jan 8, 2014 12:09 PM

Page 4, Q9. If you could change one aspect of your current role, what would it be?

one should be integrated into their project team.

568	More staff support! People I could delegate to.	Jan 8, 2014 11:34 AM
569	Increase visibility, understanding of role and better defined career path.	Jan 8, 2014 11:11 AM
570	From-the-top-support. It's difficult to "make time" for the important stuff like analytics and gap analyses, general staying on top of trends, etc. So much of what I do is reactive due to misunderstanding/misuse of our communications channels.	Jan 8, 2014 11:09 AM
571	Making people more aware that good upstream content strategy means better product downstream.	Jan 8, 2014 11:07 AM
572	If I could lessen the territorial nature of content-related disputes, that would be great.	Jan 8, 2014 11:06 AM
573	Still working on gaining additional executive sponsorship (have made good inroads so far, would like to see more)	Jan 8, 2014 11:06 AM
574	More cheddar.	Jan 8, 2014 11:05 AM
575	More stable platforms to work on ;)	Jan 8, 2014 11:04 AM
576	More understanding of the value of my work from my clients	Jan 8, 2014 11:04 AM
577	More time dedicated to implementing the strategy across all parts of the organization, not just the editing team.	Jan 8, 2014 11:04 AM
578	More strategy, less tactics.	Jan 8, 2014 10:47 AM
579	Spend more time for big-picture analysis/strategy, less time down in the weeds handling tactical issues.	Jan 8, 2014 10:05 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

1	It crosses many disciplines, which means it is often misunderstood and undervalued.	Feb 1, 2014 9:11 PM
2	Lack of a clear definition among senior execs	Feb 1, 2014 6:20 PM
3	Content everywhere	Feb 1, 2014 5:14 PM
4	Ever-evolving platforms and new devices	Feb 1, 2014 3:02 PM
5	Getting stakeholders to understand the huge advantages of a "content-first" product / campaign strategy, and how to implement one.	Feb 1, 2014 1:27 PM
6	Standing out in the digital landscape amongst the millions of content voices.	Feb 1, 2014 11:42 AM
7	Context. It can mean different things at different levels. At the enterprise level it also overlaps/includes UX/IA which has caused our small digital team some role confusion.	Feb 1, 2014 11:12 AM
8	The greatest opportunity is to leave the impact on how technology is being developed in the world!	Feb 1, 2014 10:58 AM
9	A marketing culture that's filling the interweb up with useless content and making content producers/strategists look like a bunch snake oil salepeople.	Feb 1, 2014 8:27 AM
10	Lack of understanding -- most companies don't fund content development or measurement.	Feb 1, 2014 3:16 AM
11	Making others, particularly management, understand the nuances of content and all of the structure and scaffolding that needs to be put in place around it to make it happen. It's like content is snow and I'm an eskimo with 30 different words for it. And often other teams think - there's snow everywhere, just get a shovel.	Feb 1, 2014 1:44 AM
12	Lack of investment by organizations and recognition of content strategy as an essential discipline (like web development, customer acquisition, etc)	Jan 31, 2014 7:53 PM
13	A better understanding of the values and behaviour influences of our audiences.	Jan 31, 2014 6:15 PM
14	On the one hand, huge growth in demand for content on the web, and on the other hand, a lack of understanding that good content costs money and takes time to produce--and is worth producing.	Jan 31, 2014 5:38 PM
15	Educating the public that it's essential work.	Jan 31, 2014 5:35 PM
16	Governance!	Jan 31, 2014 5:23 PM
17	Being recognised as a content strategist!	Jan 31, 2014 4:36 PM
18	Th growing awareness of UX.	Jan 31, 2014 4:00 PM
19	Time to develop and do well.	Jan 31, 2014 3:56 PM
20	It is still not well understood and most organizations think of it as a digital only requirement. We need to teach and practice holistic content strategy.	Jan 31, 2014 12:47 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

21	Understanding/Appreciation of it as a separate discipline--it's not copywriting.	Jan 31, 2014 12:41 PM
22	Challenge: Our clients don't understand how the commonly accepted definition applies to them. Opportunity: those who achieve better results from their marketing will be those with a well-defined content strategy.	Jan 31, 2014 12:27 PM
23	Making content strategy less fuzzy and more defined, so that people understand what the various aspects of it are, and how they fit in.	Jan 31, 2014 12:08 PM
24	It's still nearly impossible to convince people that one's job isn't "head writer" or "person who edits things for the web" or "person who can get things out to the public digitally". It's "person who defines the flow of content from production to publication to use, in myriad formats, so that it's useful and manageable." Or something to that effect. People do. not. understand. the value of such a thing, and as long as the discipline is undervalued or siloed, it becomes a large game of whack-a-mole. Agencies and small organizations strike me as places where the work's value can be clear; large organizations are still Sisyphean.	Jan 31, 2014 11:46 AM
25	The jump from beginner to experienced in our field...it's easy to read books and try to start influencing change, but a whole lot harder to know when you've done it proper and how to grow your career.	Jan 31, 2014 11:25 AM
26	Our ability to accurately prove ROI.	Jan 31, 2014 11:25 AM
27	Having a scaleable framework to deal with content from so many channels and helping prioritize when there is so much content to choose from.	Jan 31, 2014 11:15 AM
28	Separating content strategy from the content strategist.	Jan 31, 2014 11:15 AM
29	Lack of understanding of its importance.	Jan 31, 2014 11:13 AM
30	Providing perceived unique value -- differentiating ourselves from content marketers and ux designers.	Jan 31, 2014 11:06 AM
31	Poor definition, absorption into other disciplines.	Jan 31, 2014 11:04 AM
32	Opportunity: to bring together so many disciplines in an umbrella methodology that can provide practical solutions for today's (and tomorrow's!) content delivery challenges. Challenge: clarity of the term/role - both for practitioners and more widely.	Jan 31, 2014 4:01 AM
33	to keep content-subjects going	Jan 31, 2014 2:26 AM
34	The last question you asked is pertinent. I think content strategy is too entangled with web/digital, and it should encompass other mediums. Also, I think too many people don't understand what content strategy is.	Jan 30, 2014 9:12 PM
35	people don't know what it is or how to use it.	Jan 30, 2014 5:15 PM
36	Keeping content honest and interesting while seeking a broader audience for it.	Jan 30, 2014 2:08 PM
37	Making it a discipline that people intuitively understand like information architecture has become.	Jan 30, 2014 1:53 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

38	I think many people still don't understand the importance of content strategy or what it really is. A challenge in the large corporation I work with is to get everyone working together instead of having offshoot communications that have nothing to do with strategy.	Jan 30, 2014 1:46 PM
39	1) Creating awareness and making the benefits easily understood, and 2) integrating content strategy within existing systems and workflows.	Jan 30, 2014 1:05 PM
40	The need to educate clients to spend time on strategy.	Jan 30, 2014 12:39 PM
41	Defining the core of what we offer, while allowing for the flexibility to make it all-encompassing.	Jan 30, 2014 11:39 AM
42	Overall efficiency -- offering the information to users in all the ways they need, yet developing an efficient information system that covers all bases with minimal redundancy.	Jan 30, 2014 10:55 AM
43	lack of understanding among business partners about what cs is, how it helps business achieve results, and how important user-centered content is (as opposed to content that business wants to see online)	Jan 30, 2014 10:36 AM
44	Credibility	Jan 30, 2014 10:07 AM
45	Crap content	Jan 30, 2014 9:38 AM
46	To show the value that content strategy has for an organisation. To educate employers about where it fits into the organisational structure.	Jan 30, 2014 9:27 AM
47	Lack of content. Or, more specifically, resource/business commitment to creating and repurposing original content. Getting the organisation to understand that you can't achieve objectives for engagement without producing information with which users can engage.	Jan 30, 2014 5:49 AM
48	Covering all the bases, i.e. integrating strategy across the available channels and touchpoints.	Jan 30, 2014 4:38 AM
49	Content strategy is still a fairly jargony job title that many people struggle to understand and the community that calls itself content strategists does very diverse tasks. It's still hard to sell.	Jan 30, 2014 4:07 AM
50	quality.	Jan 30, 2014 4:00 AM
51	Where it sits in organisations and how it ties in to marketing, comms, digital management.	Jan 30, 2014 3:59 AM
52	to change the way clients/companies think their communication approach and how they should organize their teams and workprocess	Jan 30, 2014 3:09 AM
53	Explaining how it fits with UX, visual design and Technology. My company is UX focused and it has been a challenge selling them on the importance of content strategy.	Jan 29, 2014 10:43 PM
54	Explaining the need or business value to senior management.	Jan 29, 2014 9:33 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

55	I operate in a very small cross section of health care in the dental industry, in a business development capacity for a full service vendor. Not sure I can speak much to the larger context of content strategy, other than to say that particularly in the B2B space, it seems that a number of organizations believe that posting their typical sales list constitutes a content strategy. I think it creates a big opportunity for those who see it as an opportunity to deliver real value and authentically connect with their customers.	Jan 29, 2014 9:18 PM
56	Skill	Jan 29, 2014 9:03 PM
57	Transitioning it to a multi-channel discipline.	Jan 29, 2014 8:29 PM
58	People don't think it's important until it's too late	Jan 29, 2014 8:24 PM
59	C-level valuation	Jan 29, 2014 7:38 PM
60	Getting the c-suite to understand the value and importance of these practices.	Jan 29, 2014 7:28 PM
61	Proving ROI to justify content spend. The pace of technology, content consumption, and customer expectation is faster than a large non-flexible corporation can adjust to. Flexibility is the greatest opportunity and challenge.	Jan 29, 2014 7:21 PM
62	I know that many have experienced frustration with other disciplines, clients, and management teams' lack of understanding of / appreciation for CS as a discipline. This is actually not the case for me. Where I work, content strategy is revered, appreciated and seen as a valuable, often first-line lens into the success of our digital projects (namely, enterprise-level website designs / migrations and tablet-based apps). Since we have that luxury, I am more focused on what's next for content strategy, which I really believe is tangible measurement for today's content types and formats -- i.e. measuring the value of social content, and understanding the formula for ROI or clients to develop strategies whether it be thought leadership or community-based endeavors, etc. We are starting to work with compounded metrics, but so far have not cracked the code for what is the (true) value of (for example) a Facebook like on a discrete piece of owned or branded content. It's a challenge I think we have a great need to solve.	Jan 29, 2014 5:27 PM
63	with so many new platforms and customers / businesses changing how they digest their content - one of the biggest challenges is staying on top of proper platform usage for the appropriate audience. Additionally, from a global perspective, determining the best types of content that are evergreen enough for any country to pick up but specific enough to still hold meaning for the customer.	Jan 29, 2014 5:20 PM
64	Not focusing on keywords but on content topics	Jan 29, 2014 4:56 PM
65	linking a business' transactional relationships (internal and external) with their content	Jan 29, 2014 4:36 PM
66	Following and learning from social media	Jan 29, 2014 4:06 PM
67	Creating a shared vision for content strategy. I think it's funny that we create plans and structure for our clients, but we, as an industry, are not aligned in a	Jan 29, 2014 3:48 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

meaningful way. I understand that politics makes it difficult, but in order to deliver consistency, I think it's something to explore. (Sorry for the rant). :)

68	Challenge is differentiating content marketing from content strategy. The terms are often used interchangeably, and that does a disservice to both disciplines.	Jan 29, 2014 2:11 PM
69	Standardized metadata for ASP integrations	Jan 29, 2014 2:02 PM
70	Building awareness for the value of content strategy and the time necessary to do it.	Jan 29, 2014 1:44 PM
71	Two major challenges: I think that CS is very fractured, with different practitioners having very different interests and roles. Secondly, in the digital world in general many people have come to conflate CS with content marketing. Both of these have led to misunderstandings of what CS is, and dilute its value.	Jan 29, 2014 12:43 PM
72	Connecting all the dots and keeping people aligned with what you are trying to accomplish. Establishing and adopting new standards requires a culture shift as well as a process shift, which is challenging for many.	Jan 29, 2014 12:35 PM
73	Where it fits between copywriting/content creation and other disciplines in UX (IA, UX Designer, etc.)	Jan 29, 2014 11:52 AM
74	Educating clients on value.	Jan 29, 2014 11:43 AM
75	Lack of original and verified content on the web.	Jan 29, 2014 11:17 AM
76	Greatest opportunity to ride the wave of understanding the role of content in driving relevance with people.	Jan 29, 2014 11:08 AM
77	Stakeholders not understanding the value of content strategy and how it works with user-centered design practices.	Jan 29, 2014 11:06 AM
78	Being able to communicate content strategy to others in a company, especially in regards to all the different places content needs to be posted.	Jan 29, 2014 11:00 AM
79	I began learning content strategy at a large NGO. As Over the past year, I've been freelancing for a wide range of different types of companies and organizations. It is exciting to see that all kinds of work is really beginning to focus on the strength and usability of content -- even if they don't know to call it content strategy (yet).	Jan 29, 2014 10:58 AM
80	Visibility and understanding of role	Jan 29, 2014 10:34 AM
81	Getting the right place in the web design.	Jan 29, 2014 10:32 AM
82	Communicating the financial benefits.	Jan 29, 2014 10:30 AM
83	There is so much to do! and so many channels! and so many considerations - SEO, user experience, testing, mobile, paid search landing pages...on and on. It's hard to be thinking about or managing it all, and since its broken up into departments its hard to maintain communication and know what everybody elses strategy is...	Jan 29, 2014 10:02 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

84	CS has changed an awful lot from its original inception. As it's grown, it's tried to hang on to everything that it was and will be. The discipline needs to evolve to allow for greater specialization and working within agile processes (not ideal, I know, but I get asked to work agile all the time when it makes pretty much no sense to do that).	Jan 29, 2014 9:55 AM
85	finding a way for companies to sustain practices in the long term; not to portray itself as just a quick fix	Jan 29, 2014 9:37 AM
86	As more organizations publish more content, the need for organizational development and processes that support content become more visible. Content is starting to move from an afterthought to a core business strategy. This means that Content Strategists have the opportunity to work with more leaders and affect change at the top of the org chart.	Jan 29, 2014 9:36 AM
87	How to reuse content effectively. It was so comforting to me at Confab when Karen McGrane said that the NPR case study is everywhere because there one of the only ones who have figured it out. It's HARD!	Jan 29, 2014 9:30 AM
88	I don't think many people understand it enough to see the value or know what it is.	Jan 29, 2014 9:25 AM
89	Education, to organizational leadership, around what content strategy is and how it can drive an organizations strategy.	Jan 29, 2014 9:10 AM
90	Uniqueness, relevancy	Jan 29, 2014 9:08 AM
91	to be recognized as important	Jan 29, 2014 9:03 AM
92	A lack of definition and recognition among potential clients	Jan 29, 2014 8:56 AM
93	teaching people to think beyond the desktop presentation. And designing systems that accommodate their needs as well as multiple screens.	Jan 29, 2014 8:51 AM
94	Confusion with content marketing, copywriting, and more	Jan 29, 2014 8:50 AM
95	Company leadership placing higher value on design than content, which results in fewer resources available.	Jan 29, 2014 8:35 AM
96	It needs to enter the c-suite.	Jan 29, 2014 8:35 AM
97	1. We are way too focused on the tactical approaches (audits, inventories) and lose sight of the overarching goal of CS. This is especially true for people new to the discipline. 2. We need to see CS as part of -- not separate from -- UX. Content is what the user interacts with.	Jan 29, 2014 8:12 AM
98	dealing with complex content without the necessary tools	Jan 29, 2014 8:11 AM
99	Getting involved early enough in the technology development or initiative process.	Jan 29, 2014 8:06 AM
100	Sometimes your effort to do a good job are useless if other departments don't cooperate.	Jan 29, 2014 8:01 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

101	Opportunity: Organizations are looking at web as a channel to communicate with their audiences; They took so long to realize that! Challenge: To get their insights and wishes ASAP and create a strategy. We're going to be more and more asked to do so. We are no longer knocking on doors and asking them to give us information to work.	Jan 29, 2014 7:37 AM
102	Inadequate synchronization of content to users' expectations of what valuable content is. Inadequate user experience testing and incorporation of those results.	Jan 29, 2014 7:29 AM
103	Content creation takes time, time that many clients don't have.	Jan 29, 2014 7:14 AM
104	Ignorance of the value of content management and content strategy.	Jan 29, 2014 7:11 AM
105	We need to ensure content strategy is not equaled to content creation (i.e., content marketing). It's about sustainable solutions.	Jan 29, 2014 6:40 AM
106	Misunderstanding among colleagues regarding what content strategy is and what it can do for a company to manage its content in a strategic manner.	Jan 29, 2014 6:07 AM
107	Ensuring Content Strategy remains true to being a function of Information Architecture. The current emphasis on Content Marketing is not necessarily a bad thing, however we can't lose sight of the core practices surrounding the strategy portion.	Jan 29, 2014 5:37 AM
108	In larger technical/niche organisations where the time of subject matter experts are limited, getting their commitment to spending a bit of time to assist in the content creation process is a big challenge. For example, take a social media content strategy: We need their input, whether it be through interviews, putting down their thoughts and insights, or connecting with influencers on LinkedIn, they feel that all of this is low priority amongst all the pressingly urgent tasks they have to perform everyday.	Jan 29, 2014 5:24 AM
109	Misunderstanding of what it actually is. I think some people just think content strategy = marketing.	Jan 29, 2014 5:19 AM
110	Opportunity: worldwide connectivity and tapping in on local knowledge through colleagues. Challenge: trust	Jan 29, 2014 4:21 AM
111	Development of recognised standards in the field.	Jan 29, 2014 4:19 AM
112	As always, constant change.	Jan 29, 2014 4:01 AM
113	That it's really about strategy, not merely content editing and other operational/tactical stuff. A common mistake that is mainly caused by Kristina Halvorson's book that covers too little about real strategy.	Jan 29, 2014 3:39 AM
114	Shortage of deep understanding of different type of content and having knowledge of many subjects.	Jan 29, 2014 3:22 AM
115	- provide every corporate publishing effort (ie website) with editorial oversight - gain C-suite momentum	Jan 29, 2014 3:11 AM
116	recognition of the value of content strategy	Jan 29, 2014 3:09 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

117	The gap between the importance of content and its recognition. Everyone talks about importance of content but a lot of companies are still not willing to pay for it.	Jan 29, 2014 3:08 AM
118	Credibility	Jan 29, 2014 2:55 AM
119	Competition for the content, recognition as a key role for the strategist.	Jan 29, 2014 2:26 AM
120	Supply good content on all devices, get from "static" content to "floating" content, not in Marketing, but on companies content, dynamic content included. And find systems, which help you to manage that.	Jan 29, 2014 2:17 AM
121	Find an answer to the credibility crisis of all institutional communication through increased creativity, authenticity and transparency	Jan 29, 2014 1:55 AM
122	Maintaining or promoting relevance in various industries.	Jan 28, 2014 11:37 PM
123	Proving itself as distinct from editorial and ux	Jan 28, 2014 11:33 PM
124	Figuring out big picture.	Jan 28, 2014 11:29 PM
125	influencing	Jan 28, 2014 11:04 PM
126	Low appreciation	Jan 28, 2014 10:44 PM
127	Lack of understanding of the difference between Content Strategy and Content Marketing, and the (negative) influence of marketers on pure content, especially for an internal (eg intranet) audience.	Jan 28, 2014 10:27 PM
128	We're at the point in history where content marketing is understood as a necessary element of marketing. We have an opportunity to pave the direction any which way we want.	Jan 28, 2014 10:25 PM
129	Everybody's jumping on the "content is king" bandwagon. Both an opportunity (increases demand for services) and a challenge (suddenly everyone's a content expert).	Jan 28, 2014 10:15 PM
130	There's a growing interest in content, but people still want a magic bullet. They don't yet understand the investment required, or the return they should expect from it.	Jan 28, 2014 10:08 PM
131	Too many people (clients and practitioners) think content strategy = writing/editorial or content marketing. A more holistic view is needed.	Jan 28, 2014 9:49 PM
132	employers want the content strategist to be the jack of all trades	Jan 28, 2014 9:46 PM
133	Based on my experience, selling the idea to those who have not been engaged or heard of content strategies, and selling the proposal to them	Jan 28, 2014 9:38 PM
134	Implementing strategies and re-purposing strategies for different areas and projects. Showing that content strategy works effectively.	Jan 28, 2014 8:40 PM
135	The phrase itself, "Content Strategy," is broad and vague. It encompasses	Jan 28, 2014 8:27 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	everything from Editorial planning to SEO to CMS to taxonomy. The nomenclature has become nearly meaningless, and for hiring managers such as myself the phrase is nearly useless because I can't be sure any given candidate means it the way I interpret it.	
136	It might be that CS is suddenly "popular" -- mostly just a wonderful opportunity, clearly -- but people still have no idea what it is. Which doesn't stop them from writing about it, hiring for it, etc. But certainly it's a small challenge to have, compared with the great opportunity!	Jan 28, 2014 8:27 PM
137	Too much unorganized info, with much of it speculative versus authoritative and truly researched	Jan 28, 2014 8:24 PM
138	I do not think content strategy revolves around content creation for publications. It's content strategy to acquire customers.	Jan 28, 2014 8:14 PM
139	data, mobile, predictive analytics, organization, lack of ROI/ROE	Jan 28, 2014 8:14 PM
140	I'm not sure how to answer this question. I am too new at this.	Jan 28, 2014 7:56 PM
141	Creating awareness of where and in what form information exists or doesn't exist.	Jan 28, 2014 7:55 PM
142	Lack of knowledge about what content strategists do from sister disciplines (UX, visual design, dev, project management)	Jan 28, 2014 7:12 PM
143	how to configure CMS publishing to optimize support for multi-channel reuse of content	Jan 28, 2014 7:06 PM
144	Definition of content strategy	Jan 28, 2014 6:47 PM
145	don't know	Jan 28, 2014 6:45 PM
146	Discipline is not well understood at large; often conflated with content marketing or editorial	Jan 28, 2014 6:40 PM
147	too many stakeholders believe they are part of content strategy decisions, resulting in too many meetings and sessions to convince them on any content-related decision.	Jan 28, 2014 6:31 PM
148	usability, accessibility - creating content that the public wants and needs, and that draws them in.	Jan 28, 2014 6:29 PM
149	Micro-content modelling intersection with CRM/CXM and turning organisations inside out (architecturally) to achieve self-service design - death of the traditional Intranet	Jan 28, 2014 6:27 PM
150	Confusion between content marketing and content strategy.	Jan 28, 2014 6:23 PM
151	Lack of understanding of what it is and can do	Jan 28, 2014 6:22 PM
152	It will always be about proving out the ROI.	Jan 28, 2014 6:18 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

153	Being taken seriously -- beyond editorial -- and gaining the authority and leadership status needed to optimize our input	Jan 28, 2014 6:08 PM
154	Respect from senior management	Jan 28, 2014 6:06 PM
155	crap content	Jan 28, 2014 5:53 PM
156	The word 'content' maybe more familiar today than it was two years ago, but it just ain't sexy! And it doesn't tell the whole story. Time for a rethink?	Jan 28, 2014 5:40 PM
157	Adaptative design	Jan 28, 2014 5:28 PM
158	Strategic thinking on behalf of organizations to think of content as an asset to be managed.	Jan 28, 2014 5:27 PM
159	Proving ROI to brands	Jan 28, 2014 5:15 PM
160	Continuing to stay abreast of new technologies, platforms and consumer preferences	Jan 28, 2014 5:15 PM
161	getting on the structured content bandwagon	Jan 28, 2014 5:07 PM
162	Defining whether content strategy lives within UX or has a broader marketing role within an organization. I believe it is the latter.	Jan 28, 2014 5:06 PM
163	Explaining what 'content' is why it's valuable to unfamiliar parties.	Jan 28, 2014 5:03 PM
164	very challenging and creative	Jan 28, 2014 5:00 PM
165	Showing how CS works across channels, not just for websites. Also, how to sell CS to clients who are focused on drive traffic (e.g. they get SEO, email, display, etc., but don't yet think about value of nurturing users.)	Jan 28, 2014 4:55 PM
166	Defining content	Jan 28, 2014 4:49 PM
167	Appreciation of the existence / need for such. Few have appreciation of what content really means, never mind the notion of a strategy	Jan 28, 2014 4:43 PM
168	Getting organizations to understand that their information/created content is a strategic asset	Jan 28, 2014 4:37 PM
169	No idea.	Jan 28, 2014 4:28 PM
170	In my field, it's centralization of content, the technical aspects of content curation, and the distribution across multiple channels. Also, how a CMS becomes part of a CRM.	Jan 28, 2014 4:09 PM
171	Device attribution, big data, staff churn, budget, recognition.	Jan 28, 2014 4:06 PM
172	I'm concerned the community is getting too interally focused, becoming an echo chamber of consultants and experts talking primarily to each other. Sometimes it seems the community is losing touch with the need for practical output of all the theoretical discussion, for conversation that's meaningful to people who work at	Jan 28, 2014 3:55 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	smaller organizations that don't have big consulting budgets. It's making me start to lose interest in the field.	
173	End users are more willing than ever to engage with branded content, but there remains an expectations disconnect vis a vis time and attention commitments.	Jan 28, 2014 3:46 PM
174	differentiating from content marketing	Jan 28, 2014 3:43 PM
175	confusion with Content Marketing	Jan 28, 2014 3:41 PM
176	Communicating the importance of thinking about content as an eco-system that needs to be supported.	Jan 28, 2014 3:35 PM
177	Respect	Jan 28, 2014 3:28 PM
178	Dramatically improve the user experience and the value of content across channel.	Jan 28, 2014 3:25 PM
179	Not well defined or understood	Jan 28, 2014 3:23 PM
180	I think the quality vs. quantity argument, especially in ROI-driven, product-based companies, is going to come to a head soon. Paid content, limited access, etc. is an idea I hear mentioned more frequently now and more seriously.	Jan 28, 2014 3:23 PM
181	Leadership's lack of understanding.	Jan 28, 2014 3:18 PM
182	Opportunity to raise awareness of the discipline.	Jan 28, 2014 3:14 PM
183	There are far too many options available... Do we really think that people have vast amounts of time for all of the social media? How worthwhile are the various forms of social media? And, do they detract from genuine, face-to-face communication and interpersonal communication? Where do we, as consumers, draw the line? And then where do we, as marketers distinguish/	Jan 28, 2014 3:14 PM
184	Convincing management of the importance of spending money on quality content	Jan 28, 2014 3:12 PM
185	To avoid being misunderstood as strictly content marketing.	Jan 28, 2014 3:06 PM
186	in many organizations it's not valued as a discipline in its own right	Jan 28, 2014 2:59 PM
187	Content marketing	Jan 28, 2014 2:58 PM
188	getting others to understand the importance and need to invest	Jan 28, 2014 2:56 PM
189	Visibility to senior execs. Shedding idea that we are either all tech or all writers.	Jan 28, 2014 2:53 PM
190	Education. Many are misconstruing the term "content strategy" as content marketing. More people are interested in content than ever before but are acting without justification.	Jan 28, 2014 2:53 PM
191	To be recognized and prioritized internally as a core discipline within the field of digital communications	Jan 28, 2014 2:52 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

192	For me, content encompasses creation, processing, delivery mechanism, delivery mode, technology, assessment, audience research, and strategy. Content strategy cannot be separated from a deep understanding of content creation and some marketing knowledge.	Jan 28, 2014 2:50 PM
193	it's difficult to sell the benefits of large-scale (i.e. enterprise or semi-enterprise) programmed work, even though such benefits would be huge, due to the fact that the business curve has taken most corporations to a state of constant fire fighting. corporations have taken short-term decisions for years and years (and years ...) and now there is a lot of 'history' to unravel ...	Jan 28, 2014 2:42 PM
194	Greater buy-in across channels. Acting in more of a leadership capacity for traditional marketing, customer service depts	Jan 28, 2014 2:40 PM
195	Right now I have the strategy down, but I am running into so many hurdles that are prohibiting my team from implementing.	Jan 28, 2014 2:37 PM
196	We are facing a continual struggle of showing our importance in the digital space. Many people are excited to do work in the space, but often feel like they know their audience best, therefore know how to communicate to them. Since content strategy is so new, it is an effort to explain to them that there is a system of standards and best practices that can help them.	Jan 28, 2014 2:36 PM
197	Showing ROI as a means to sell or keep doing content strategy	Jan 28, 2014 2:35 PM
198	An overload of "consultants"	Jan 28, 2014 2:31 PM
199	Stress the importance of the Technical Communications group in a company/organization	Jan 28, 2014 2:31 PM
200	I've been aware of Content Strategy as a title/role since 2007. I think 2013 was a break out year for it, and see it offered as a role in many companies now. Good times.	Jan 28, 2014 2:31 PM
201	Alignment is the greatest challenge. Educating and shifting whole organisations towards more sustainable models. Big big challenge.	Jan 28, 2014 2:31 PM
202	Convincing clients of the importance of really good content instead of standard content tricks.	Jan 28, 2014 2:30 PM
203	Employers and the importance they place on it	Jan 28, 2014 2:25 PM
204	What we do is ill-defined in the marketplace. There are a lot of people doing "it" but we don't agree on what "it" is which means there's a lot of room for clients to get cut-rate work and look down on the whole shebang.	Jan 28, 2014 2:21 PM
205	Dealing with so many aspects of a content strategy job, from more creative marketing-type writing to taxonomies to CMS workflows...no two projects are the same.	Jan 28, 2014 2:18 PM
206	The balance between marketing and strategy.	Jan 28, 2014 2:13 PM
207	Building the understanding that content strategy is a core capability for most	Jan 28, 2014 2:13 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	organizations. Also that user research is a key component of this.	
208	Quantifying value of content	Jan 28, 2014 2:13 PM
209	Ambiguous success stories or proven ROI	Jan 28, 2014 2:07 PM
210	To be on par with the UX practice in terms of being a unique and valued discipline. Additionally, to distinguish among TYPES of content strategy being practiced, specifically, media planners who call themselves CSers or content marketers who call themselves strategists.	Jan 28, 2014 2:07 PM
211	Educating organizations on content strategy terminology and processes. I spent more time explaining why and how we should do a content audit than actually doing the audit.	Jan 28, 2014 2:05 PM
212	Lack of understanding of the value and importance of content strategy among folks other than content strategists.	Jan 28, 2014 2:03 PM
213	leveraging company-wide appreciation for content mgmt	Jan 28, 2014 2:03 PM
214	Leadership doesn't see the value in multi-channel content strategy - web/digital operates in isolation from other marketing channels.	Jan 28, 2014 2:01 PM
215	My role is becoming increasingly important. As seen with Facebook's recent alterations in its algorithm, the quality of content is garnering more and more value in the digital space.	Jan 28, 2014 2:01 PM
216	Real-time content speed and multi-channel publishing	Jan 28, 2014 2:00 PM
217	It's very time consuming, and requires a ton of creative and analytical thinking. It's not a role that can easily be outmatched with technology so we ought to get compensated appropriately.	Jan 28, 2014 1:58 PM
218	Management buying in.	Jan 28, 2014 1:56 PM
219	Having the time to produce quality content Constantly Changing trends - so There is somewhere in me A fear for putting all my money on cm, because it may be A shortlived trend. I dont think so, but still i have this fear.	Jan 28, 2014 1:55 PM
220	Challenge - lack of understanding/appreciation of the value of it at a high level.	Jan 28, 2014 1:53 PM
221	Career pathing, getting outside the copywriter box, becoming literate in data.	Jan 28, 2014 1:48 PM
222	In my industry, user experience is pretty new and content strategy is almost unheard of. I'm constantly trying to influence and persuade my company that it's important.	Jan 28, 2014 1:44 PM
223	staying on-trend	Jan 28, 2014 1:26 PM
224	Helping others understand that great content organically optimizes SEO -- but sometimes that takes time.	Jan 28, 2014 1:22 PM
225	Augment the nuts-and-bolts content work with more strategy work and creative	Jan 28, 2014 1:21 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	thinking. Bring storytelling more into the discipline.	
226	Being understood and valued as a discipline.	Jan 28, 2014 1:18 PM
227	Focus	Jan 28, 2014 1:12 PM
228	Lack of communication and business between other countries.	Jan 28, 2014 1:12 PM
229	challenge: google's whims	Jan 28, 2014 1:10 PM
230	Finding the right processes that don't interfere with creativity.	Jan 28, 2014 12:58 PM
231	Needing to prove the value of ROI on content	Jan 28, 2014 12:56 PM
232	Bandwidth; lack of resources to truly breakdown the siloes that preevnt a holistic approach	Jan 28, 2014 12:52 PM
233	Acceptance that a planned, proactive, robust multimedia content strategy is preferable to a promotional and reactive approach.	Jan 28, 2014 12:51 PM
234	The lack of focus on content	Jan 28, 2014 12:42 PM
235	I'd say educating both clients and account teams within agencies about the value of our multi channel content strategy expertise across web, email and social channels. Having the ability to impact the creative and UX. Bringing us in earlier, during conversations with the client where we can add value and impact the conversations.	Jan 28, 2014 12:31 PM
236	Focus, emphasizing the long term benefits and not getting confused with content marketing	Jan 28, 2014 12:28 PM
237	Even I have trouble making the distinction between strategy and tactics when it comes to content strategy, and how I should define myself when I do so much in the Venn diagram of which content strategy is a part. So, if I feel this way, imagine the confusion that other people have. Also, content strategy (for other than huge companies) can sound vague (like the word "consultant," and to the small businessman or startup can sound like "someone who doesn't actually work." :)	Jan 28, 2014 12:28 PM
238	Demonstrate content strategy results to overall quality of shipped products.	Jan 28, 2014 12:26 PM
239	The greatest opportunity is the fact that so much can be learned from publishing best practices to create the "steady signal" that has fantastic synergy with good online community management. All of our businesses can get better about planning and delivering publication-like plans and long arcs for our content. The challenge? I often wonder if too many organizations are trying to adopt content marketing as a strategic initiative. We know that considered purchases and snap decisions both can be influenced by great content, but I'm not sure content marketing is the solution for everyone, everywhere.	Jan 28, 2014 12:26 PM
240	focus on speedy implementation instead of strategic planning	Jan 28, 2014 12:17 PM
241	Lack of appreciation for the work involved. I think the tendency is to assume	Jan 28, 2014 12:17 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

good content just happens or that anyone can write / photograph / edit.

242	There is a challenge in defining what "content strategy" is. Often, marketers think content marketing is content strategy. Likewise, tech comms folks often think that marketing <u>never</u> uses content strategy. So better definitions would help. And better awareness of how content strategy is used outside of one's own area of focus.	Jan 28, 2014 12:17 PM
243	Demonstrating impact and benefits quickly	Jan 28, 2014 12:14 PM
244	Defining our discipline while also focusing on constantly evolving, as one must in the digital realm.	Jan 28, 2014 12:14 PM
245	Greatest opportunity: the need for quality content to cut through the morass of inane nonsense that currently exists. Greatest challenge: lack of understanding of importance of strategy/execution by people who control the purse strings. Expectation that content should be free. Also: too many marketers in the discipline, which could cause it to drown in buzzwords, rather than thrive as a set of common sense principles.	Jan 28, 2014 12:13 PM
246	Defining content strategy distinctly from content marketing for senior managers and colleagues has been challenging. That said, through the growing popularity of content strategy via discussion groups, conferences, etc, there's more buzz around the discipline. It could be a great opportunity to show it's value and necessity in any larger comms or digital strategy.	Jan 28, 2014 12:12 PM
247	Integrate content marketing as part of the global messaging and not something separately.	Jan 28, 2014 12:07 PM
248	too much work load and multiple roles hamper progress in quality	Jan 28, 2014 12:06 PM
249	We are digital only, New Media, Internet. The discipline seems to be developing outside marketing and advertising and is to me more of a perspective than a specialty. The strategic perspective of content is almost all text focused, for example, growing out of a decidedly print orientation. It is, therefore, very limiting and not very strategic. I have not yet attended a strategic discussion that didn't end up in the weeds.	Jan 28, 2014 12:03 PM
250	Too much information and too little synthesis. KM and content creation become behavior change activities as a result.	Jan 28, 2014 11:59 AM
251	People look for what works... rather than evolve their own content... this results in watered down strategy... and a download mentality!	Jan 28, 2014 11:58 AM
252	Commoditization of workers and confusion around how to define content strategy, where to place it in the org (UX, design, tech writing, marketing?), how to value content strategy and distinguish it from other writing/editing jobs, especially in tech.	Jan 28, 2014 11:56 AM
253	Solid writing skills, including use of good grammar, spelling, punctuation, etc. By many of the blogs I've seen instructing others on writing and CS, the aforementioned skills are sorely lacking. Sad.	Jan 28, 2014 11:55 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

254	Lack of time; over-reach of unskilled leaders	Jan 28, 2014 11:52 AM
255	Define our work as separate from content marketing. So much of what I see and read is all about marketing, but I work on self support information, which is an entirely different animal. Content Strategy can be a big tent, but it can also fracture, given enough pressure.	Jan 28, 2014 11:49 AM
256	Being seen as a nice-to-have. Content strategy helps order the steps for the entire business, but marketers have yet to fully welcome the discipline.	Jan 28, 2014 11:45 AM
257	Getting clients to understand roles and deliverables so they know how to value them/ calculate the ROI	Jan 28, 2014 11:41 AM
258	Understanding what it is, finding a consistent framework with which to conduct content strategy, and convincing others of the benefits.	Jan 28, 2014 11:40 AM
259	Lack of understanding from team members about role of content strategist within an organization; I find the biggest challenge is distinguishing content strategy from an IA's role. Content strategy should bridge the gap between IA Creative and Technology. Content strategy can encompass many roles and each project requires a tailored fit - being able to qualify and quantify deliverables can therefore, be difficult for the content strategy practice.	Jan 28, 2014 11:38 AM
260	I think the greatest challenge is working in iterative environments where content is always an after thought, and trying to find the perfect balance of "lean" and "strategy" in the content planning. I think the biggest opportunity is moving into all of the new voice-activation app technology and finding the best practices in what feels like "intangible" content.	Jan 28, 2014 11:37 AM
261	Old school thinking vs Progressive -- way to demonstrate value beyond using old analytic models.	Jan 28, 2014 11:35 AM
262	Acceptance if it's value more widely and by content producers / owners	Jan 28, 2014 11:35 AM
263	That employers/supervisors don't understand it and therefore think it's not needed.	Jan 28, 2014 11:35 AM
264	Educating other disciplines about content strategy, why it matters, how it helps, etc.	Jan 28, 2014 11:31 AM
265	Delivering cost-effective results to my clients.	Jan 28, 2014 11:29 AM
266	Convincing customers of the value of CS and getting them to pay for it	Jan 28, 2014 11:28 AM
267	Agreeing what good content is and how it should be structured - like newspapers have.	Jan 28, 2014 11:27 AM
268	Evolving to a more reader-centric focus, as semantic algorithms continue to develop	Jan 28, 2014 11:24 AM
269	Helping senior administrators & managers understand that holistic thought and practices return value to them.	Jan 28, 2014 11:23 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

270	I'm definitely of the Kristina Halvorson school, which I think suffers from the low-perceived value all industries place on writers, designers and those who can actually makes sense of things so skillfully no one notices (and therefore don't think they need to pay for). On the flip side, are the folks who love governance, DITA, etc, etc. They, like all plumbers, earn high wages and rightfully so. I'm not sure both types of thinking exist in too many people. So, I think there is a huge opportunity to communicate both sides of content strategy and the incredible interdependence of the technical and creative / brand / UX logic of things. It doesn't matter if the content pipes are flowing perfectly if they're full of, well crap. Likewise, the best content and experience design is worthless if pipes don't work. Crapolla again!	Jan 28, 2014 11:22 AM
271	Ever-evolving ways that people consume content. Hard to keep pace!	Jan 28, 2014 11:19 AM
272	That it's too big.	Jan 28, 2014 11:18 AM
273	Lack of budget for the content creation. Plenty of budget for the content communication -- so much of the internet creates an echo chamber of the same ideas repeated over and over.	Jan 28, 2014 11:17 AM
274	It's a cross-cutting role. That's where the fun is; but is also a difficult position to occupy at times.	Jan 28, 2014 11:12 AM
275	It's been co-opted as a buzzword and marketing folks keep jumping into the foray like they are experts when they are not. Makes it difficult to discern the actual experts from riff raff.	Jan 28, 2014 11:10 AM
276	learning how to do it well, as there are no real authorities	Jan 28, 2014 11:09 AM
277	Quality and distribution	Jan 28, 2014 11:07 AM
278	Consistency & policing (getting other departments to stick to guidelines/strategies set out) Getting word people to understand and use data to be better strategists The ground-up changes to systems and workflows often required to make content strategy work	Jan 28, 2014 11:07 AM
279	Sharing best practices and training	Jan 28, 2014 11:04 AM
280	being selective while still being omnichannel	Jan 28, 2014 11:04 AM
281	Getting other people to understand the significance of content and a smart content strategy	Jan 28, 2014 11:03 AM
282	Others valuing the role and understanding why it's important.	Jan 28, 2014 11:02 AM
283	quality and depth of content, as well as finding ways to pay for that content.	Jan 28, 2014 10:59 AM
284	enterprise acceptance	Jan 28, 2014 10:58 AM
285	Lack is standardization in skill sets. The term "Content Strategist" is used at my current agency to describe an editorial.copy writer. And I have an ad copy background, my peers often have a journalism/editorial background, and still others have an SEO/analytics background. We're all quite different.	Jan 28, 2014 10:58 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

286	Budget,	Jan 28, 2014 10:53 AM
287	Lack of concrete job description. The fact that every role should involve content strategy, making the content strategist redundant.	Jan 28, 2014 10:50 AM
288	Delivering actual methods and techniques, not just babbling about how important is that content be "engaging" and "compelling".	Jan 28, 2014 10:50 AM
289	everyone thinks they're an expert	Jan 28, 2014 10:49 AM
290	Designing content for multiple channels and devices	Jan 28, 2014 10:48 AM
291	The challenge is that companies (in Brazil), still see digital as separate from offline, and although its challenging, there is a lot of room for growth.	Jan 28, 2014 10:48 AM
292	Defining its role and its ROI for C-suite	Jan 28, 2014 10:46 AM
293	Not sure, perhaps being seen as a discipline in its own right?	Jan 28, 2014 10:46 AM
294	Translating general principles into audience specific application and thusly surfacing what applies to everyone and what may be more unique to different processes, needs and so forth for different audiences.	Jan 28, 2014 10:45 AM
295	What Mark Schaefer calls "Content Shock." As more and more companies publish content, the strategies will need to adapt to a marketplace flooded with content and limited attention capacity.	Jan 28, 2014 10:43 AM
296	In my opinion one opportunity could be help companies to meet customers' needs. One challenge could be use technologes to create new techniques for effective and efficient communication	Jan 28, 2014 10:42 AM
297	Value propping it as a separate discipline as ideally it should be built into everything we do.	Jan 28, 2014 10:41 AM
298	Monetization, obviously.	Jan 28, 2014 10:39 AM
299	In my retail world, I think there is a huge opportunity for manufacturers to take a much larger role in the creation/generation of content.	Jan 28, 2014 10:39 AM
300	Greatest opportunity is to reach key communities directly with tailored messaging.	Jan 28, 2014 10:38 AM
301	Defining itself as separate from Information Architecture or User Experience, and marketing itself (ourselves) as a needed, separate skill group.	Jan 28, 2014 10:38 AM
302	Biggest challenge - not having a strategy around key messaging and content no matter the channel. Many places tend to be reactive when having a strong message and strategy to go with it builds brands and connections.	Jan 28, 2014 10:36 AM
303	Rapidly evolving and changing channels. Huge challenge - where do you direct your people and your energy?	Jan 28, 2014 10:35 AM
304	thought leadership and subject-matter experts that would serve as great	Jan 28, 2014 10:35 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	resources for us content strategists who want to learn and grow	
305	Proving the ROI	Jan 28, 2014 10:32 AM
306	Mobile	Jan 28, 2014 10:30 AM
307	Actually being strategic — too much of the conversation is around tactics	Jan 28, 2014 10:30 AM
308	Getting the term "content strategist" out there as a recognizable title.	Jan 28, 2014 10:29 AM
309	Time (my own) and senior management's understanding	Jan 28, 2014 10:25 AM
310	Increasing understanding of the role	Jan 28, 2014 10:25 AM
311	organisational planning	Jan 28, 2014 10:24 AM
312	Crossing the online/offline divide.	Jan 28, 2014 10:22 AM
313	Proving ROI	Jan 28, 2014 10:20 AM
314	Understanding distribution strategy. Its not enough to create good content, it must be useful and relevant to the audience.	Jan 28, 2014 10:20 AM
315	not enough love from upper management. they don't see the value. they don't understand out important it is .	Jan 28, 2014 10:17 AM
316	Acknowledgement as a discipline.	Jan 28, 2014 10:17 AM
317	Narrowing the possibilities and ideas down to the idea that will be executed.	Jan 28, 2014 10:15 AM
318	Keeping up with the curve of innovation! The standard whitepaper/bloggng/social media/etc. campaign formula already feels passe. Even though it's a somewhat "new" discipline, we need to keep pushing it forward!	Jan 28, 2014 10:14 AM
319	Less people to get the work done	Jan 28, 2014 10:14 AM
320	Everyone is becoming obsessed with content marketing, so the market is a lot more saturated and there's so much more competition for eyeballs	Jan 28, 2014 10:13 AM
321	How to move yesterday's content creators (e.d. editors and journalists) into the digital era - it is a great loss if all their content knowledge is lost because we cannot help them make the step.	Jan 28, 2014 10:12 AM
322	Ambiguity of what content strategy really is. Even Kristina Halverson's definition is confusing. I read it at least 10 times before I started to finally understand what it really meant. We need to find a way to put it in layman's terms so people outside of the industry understand what it actually is that we do. After all, as writers/editors, we need to improve clarity and transparency into what it is we do.	Jan 28, 2014 10:12 AM
323	selling the value of content strategy to others in my org. they don't get it.	Jan 28, 2014 10:12 AM
324	convincing clients/colleagues of its long term value and why it is worth investing	Jan 28, 2014 10:12 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	in quality resources.	
325	Understanding and education. It's not just writing.	Jan 28, 2014 10:12 AM
326	Shared awareness/understanding of what it's about; alignment/differentiation with content marketing	Jan 28, 2014 10:10 AM
327	The fast growth and buzzword status - not letting it become a marketing fad	Jan 28, 2014 10:09 AM
328	How to sell it.	Jan 28, 2014 10:09 AM
329	Differentiating between 'pure' content strategy and content marketing - two different disciplines.	Jan 28, 2014 10:09 AM
330	How it bleeds into other disciplines and how it should be considered/situated. Part of UX? It's own?	Jan 28, 2014 10:08 AM
331	A lack of understanding about why it's important, and the thought that people in other roles (specifically marketing) have the right skill set to perform roles associated with content strategy. I also think content strategists aren't always prepared to sell their importance to upper-level management.	Jan 28, 2014 10:07 AM
332	Defining the field as a discipline and managing change as organizations move away from more traditional publication models.	Jan 28, 2014 10:07 AM
333	Providing information that the audience needs vs. what the organization wants to tell about itself	Jan 28, 2014 10:06 AM
334	Digital asset management, collaboration 'dare to share' information	Jan 28, 2014 10:06 AM
335	Opportunity: Bring highly specialized skill set to projects we work on. Challenge: No one knows what the hell we do.	Jan 28, 2014 10:05 AM
336	Better networking...	Jan 28, 2014 10:04 AM
337	Breadth of world view	Jan 28, 2014 10:02 AM
338	creating ways for brands to become more authentic and authoritative-- at the same time.	Jan 28, 2014 10:02 AM
339	Accuracy and relevance	Jan 28, 2014 10:02 AM
340	Lack of understanding about what the discipline is.	Jan 28, 2014 10:01 AM
341	Defining the overlaps as opportunities for enhancement of the work instead of challenges in workflow and process.	Jan 28, 2014 10:01 AM
342	Education	Jan 28, 2014 10:01 AM
343	The advent of orbital content will impact the current deliverables and processes for content strategy. As a group, content strategists will have to adapt channel-agnostic approaches to content.	Jan 28, 2014 10:01 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

344	Getting clients to understand the importance of the up-front work.	Jan 28, 2014 9:59 AM
345	Businesses understanding the value and power of content and investing in people, tech and process to the right level. Live testing is showing how micro copy enhancements reap rewards but need to pull back and take bigger picture view from earlier on. Content strategy is a big subject and there's little commonality in definition or understanding outside the circle. People think it us copywriting.	Jan 28, 2014 9:59 AM
346	There is a lack of awareness/understanding about the workflows associated with content strategy development. People don't see the value.	Jan 28, 2014 9:59 AM
347	Lack of understanding	Jan 28, 2014 9:58 AM
348	mitigating the proliferation of spam into every medium	Jan 28, 2014 9:58 AM
349	Consistency throughout the corporation	Jan 28, 2014 9:56 AM
350	Lack of recognition of its importance.	Jan 28, 2014 9:56 AM
351	Understanding of the value/benefits by both senior marketing and business management. (They don't listen and don't learn. If it's not immediately obvious - something they can make a decision on in 5 mins, they don't want to know. They just want projects shipped)	Jan 28, 2014 9:56 AM
352	defining itself? and at the same time not limiting itself by its definition	Jan 28, 2014 9:55 AM
353	Bringing content to the fore and advocating on behalf of the user.	Jan 28, 2014 9:55 AM
354	Education. Standards.	Jan 28, 2014 9:54 AM
355	Complexity across tools, stakeholders, processes, especially for large organizations	Jan 28, 2014 9:54 AM
356	Crowded field of content to standout from.	Jan 28, 2014 9:52 AM
357	the lack of a peer-reviewed academic association	Jan 28, 2014 9:52 AM
358	To create content that engage with people and works multi-channel, both on and offline.	Jan 28, 2014 9:52 AM
359	Deliverables Buy In Too decision makers	Jan 28, 2014 9:50 AM
360	Opportunities - the sky is the limit with social media, interest in data and need for ongoing information in today's business world. Challenges - personally, I find there are so many analytics tools to follow - Google, Omniture, Moz, etc etc.. It becomes a lot to manage ... and which one is the one to trust?	Jan 28, 2014 9:50 AM
361	We need this discipline to be excercised by lay people at an every day level. And bring our expertise in at a deeper level	Jan 28, 2014 9:49 AM
362	No one actually knows what it is and it's difficult to explain the value and need to utilize it to decision-makers who don't have the background.	Jan 28, 2014 9:48 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

363	That everyone in the organization thinks they can do it, whether they know anything about the web or not.	Jan 28, 2014 9:47 AM
364	Lots of organizations do not see the value in having a real strategy or do not have the money to invest in it.	Jan 28, 2014 9:47 AM
365	Challenge: Confusion with content marketing/promotion (which I see as a completely separate discipline).	Jan 28, 2014 9:47 AM
366	Too much information floating around. Hard to standout.	Jan 28, 2014 9:46 AM
367	Opportunities! Content Marketing will end up driving the communications bus.	Jan 28, 2014 9:45 AM
368	Challenge- business managers do not understand the difference between content marketing and advertising. Opportunity- so few organized challengers that success is relatively easy, people compete with your product, never with your content marketing strategy	Jan 28, 2014 9:45 AM
369	Defining the roles, separating out the IA from the CS.	Jan 28, 2014 9:45 AM
370	Challenge-- prove the business case. It's not that hard or huge, but it is necessary.	Jan 28, 2014 9:45 AM
371	We need to show the financial benefit to a business of having internal content strategists. I'm not convinced agencies provide suitable long-term strategic advice.	Jan 28, 2014 9:45 AM
372	Content strategy still takes place in a bubble. It needs to be integrated on the organizational level and be aligned with overall marketing/comm/media strategy and execution.	Jan 28, 2014 9:44 AM
373	A good balance between advocating for users and meeting business goals. Creating content that serves users well actually helps with the business goals, but not everyone sees it that way. We want to push our users around and "growth hack" our way to a profit, but they're a lot smarter than we give credit.	Jan 28, 2014 9:44 AM
374	Creating unique and useful content.	Jan 28, 2014 9:43 AM
375	convincing small business owners they need a strategic approach to content development and that good writing is worth paying for.	Jan 28, 2014 9:43 AM
376	1. Sidelining. 2. The idea that 'anyone can do content'	Jan 28, 2014 9:42 AM
377	Too many people would rather invest in other types of marketing because they don't see the immediate benefit	Jan 28, 2014 9:42 AM
378	Showing companies the benefits of using a content strategist.	Jan 28, 2014 9:41 AM
379	lack of understanding re: the strategy in content; belief that content is editorial only; belief that "everyone can write"	Jan 28, 2014 9:41 AM
380	Lack of understanding of what content strategy is. That it is thrown around as the latest buzzword doesn't help.	Jan 28, 2014 9:41 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

381	Awareness of & respect for the profession.	Jan 28, 2014 9:41 AM
382	Educating people about the benefits of our role and integrating our work into existing, well-defined processes; learning to work more collaboratively with user experience strategists, designers and developers.	Jan 28, 2014 9:40 AM
383	The relationship with your audience: potential, current, and former.	Jan 28, 2014 9:40 AM
384	Convincing people that it is more than just copywriting and editing, explaining the nuances around optimizing for different channels (web, social, email), explaining the concept of designing for 'mobile first'	Jan 28, 2014 9:40 AM
385	As the discipline expands, the name "content strategy" can mean anything from branding to microcopy to taxonomy design and I think we need to name these roles differently and more precisely, depending on the needs of a particular role.	Jan 28, 2014 9:39 AM
386	Still relatively new in digital realms and rapidly growing.	Jan 28, 2014 9:39 AM
387	Acknowledgement	Jan 28, 2014 9:39 AM
388	Too numerous to mention in this context	Jan 28, 2014 9:38 AM
389	Opportunity and challenge: being able to reshape the way corporate leaders think about content strategy	Jan 28, 2014 9:38 AM
390	I believe that most executives don't get the impact that content strategy can have when done right. There is a monetary value to the business.	Jan 28, 2014 9:38 AM
391	Due to increased competition, market saturation and growing awareness from consumers, brands and corporations are realising that content strategy and content marketing can be their most valuable tools to achieve market recognition and consumer loyalty.	Jan 28, 2014 9:38 AM
392	Content strategy is still very badly known. Everybody seems to have a definite idea of what it is, except nobody has the same definition.	Jan 28, 2014 9:38 AM
393	Everyone is proclaiming they are a content strategy "expert" now, so it's becoming more a practice and less a distinct discipline, making it harder to justify a dedicated CS role in the org	Jan 28, 2014 9:38 AM
394	Tech companies tend to devalue the artistic/creative side of content creation and strategy and focus on what new app, digital marketing platform, or editorial style is the latest "trend". Supervisors do not want to take (or allow their team to take) the time to put together a comprehensive content strategy, and will alternate between asking for a comprehensive strategy and abandoning it when the next new thing comes along. As the industry transitions from print to digital, the old guard recognizes the value of creative and editorial, deadlines, and bringing hard work to every single word placed on the page, while the new school declares that print is dead and arrogantly dismisses the value of hard efforts. Because there is no limit in the digital realm, they do not care about word count and quality, but instead insist that there is always something fresh and yet disposable. The attention span of employers has gone down, as has quality control as content strategists are forced to juggle differing philosophies of what	Jan 28, 2014 9:38 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

best practices are, an unlimited number of tools and styles that are not always applicable, and the constant request for articles that are disposable after less than a minute with the internal drive to create quality content. Gone are the days of the Sunday paper and the art of crafting perfect sentences and relevant images. Content strategy has become a culture of more, more, more, now, now, now. Even the highest quality content is undervalued.

395	getting buy-in from top-level executives; convincing them that it's worth the money for me to spend extra time learning, testing and further improving my content strategy abilities	Jan 28, 2014 9:37 AM
396	Remaining flexible and user-focused.	Jan 28, 2014 9:37 AM
397	Demonstrating ROI to executive leadership; keeping current with SEO best practices; building referral traffic & offsite engagement; content marketers & strategists that fail to have a command of SEO are of no use to my company's digital marketing initiatives	Jan 28, 2014 9:37 AM
398	There are many people who are not qualified to execute a content strategy, but who call themselves a strategist.	Jan 28, 2014 9:36 AM
399	Scaling.	Jan 28, 2014 9:36 AM
400	Managers generally do not understand the value of a solid content strategy in terms of money (saved or gained), employee resources and maximizing longevity of the website.	Jan 28, 2014 9:36 AM
401	1. explaining to others what we do; 2. resolving the overlap between content strategy and other disciplines like UX design	Jan 28, 2014 9:36 AM
402	Lack of executive leadership and management. Content marketing is a true team sport that requires full-time cross-functional management. I'm constantly battling for resources (design, video, website development) that don't report to me to get my job done. A content strategy, in purely strategy form, doesn't get you anywhere. You need resources who can implement that strategy. And you need alignment and management of those resources.	Jan 28, 2014 9:36 AM
403	Lack of proven results and overwhelming options.	Jan 28, 2014 9:35 AM
404	Editorial workflow, messaging definition and providing definition for enterprise content, how it flows between digital channels (i.e. web, mobile, to social).	Jan 28, 2014 9:35 AM
405	Matching customers' information needs more exactly.	Jan 28, 2014 9:34 AM
406	Be aware of the new trends, UX is evolving all the time	Jan 28, 2014 9:34 AM
407	Using quality content to convert opportunities to leads and leads to customers.	Jan 28, 2014 9:34 AM
408	Time/energy.	Jan 28, 2014 9:34 AM
409	educating brands measuring results	Jan 28, 2014 9:33 AM
410	Finding great writers to create long-form content.	Jan 28, 2014 9:33 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

411	Opportunity - lack of competition in our market (Dublin Real Estate), no other companies doing content marketing. Challenge/Risk - low barriers to entry.	Jan 28, 2014 9:33 AM
412	bring combination of strategy, data based logistics and creativity into companies.	Jan 28, 2014 9:33 AM
413	Justifying the need for content strategy - ROI.	Jan 28, 2014 9:33 AM
414	Lack of understanding of content strategy, its relationship to business goals, and functional gaps to support content strategy (based on consulting work with clients)	Jan 28, 2014 9:32 AM
415	Industry recognition - risk of being subsumed by other disciplines	Jan 28, 2014 9:32 AM
416	Recognition that it exists.	Jan 28, 2014 9:32 AM
417	Using examples like GDS / case studies / whatever to sell the message of how important good content is and why it thereby requires resource/attention	Jan 28, 2014 9:32 AM
418	Continuing to distinguish the functions of the role against those of account planners, UX designers, and copywriters	Jan 28, 2014 9:32 AM
419	Re: 10. neither answer is quite correct, I am focused on content strategy for documentation. Re: 11. the challenge is knowledge; it is time consuming to gather the available information, and then analyze it against your unique situation. The opportunity is affordable, flexible solutions like Madcap Flare with a built-in source control tool: CMS light (Content Strategy Tool).	Jan 28, 2014 9:32 AM
420	Demonstrating ROI to the parts of the business with a specific marketing/promotional brief. The hardest part of the job in my opinion.	Jan 28, 2014 9:32 AM
421	ROI	Jan 28, 2014 9:31 AM
422	Moving content and digital innovation from the opinions of random people in the org to the marketing team and analytics	Jan 28, 2014 9:31 AM
423	Getting non-profit and education institutions to understand what it is and its value	Jan 28, 2014 9:30 AM
424	understanding of what we do & how valuable it is	Jan 28, 2014 9:30 AM
425	rights management	Jan 28, 2014 9:30 AM
426	If you participate in various social media networks, you'll see that there is a TON of great, unique, compelling & effective content created daily. The challenge is that clients in the SMB space seem to be so focused on keyword rankings & SEO when much of this is becoming irrelevant, courtesy of Hummingbird. The focus needs to be on understanding your brand, your solutions, your unique selling points and how you engage with, understand and appeal to your audience rather than on attracting seemingly unqualified traffic & leads.	Jan 28, 2014 9:30 AM
427	bridging the gap between strategy and execution	Jan 28, 2014 9:29 AM
428	Not sure	Jan 28, 2014 9:29 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

429	Challenge: have noticed a risk of it becoming commoditised	Jan 28, 2014 9:29 AM
430	ensuring there is a multichannel approach - convincing clients this is crucial is tough	Jan 28, 2014 9:29 AM
431	Opportunity - planning out upcoming content provides the ability to have everything together and ready ahead of time instead of last-minute rushes and forgotten artifacts. Challenge - getting stakeholders to commit to a strategy in the first place; getting them to understand its importance.	Jan 28, 2014 9:29 AM
432	amount of information that is being managed and security	Jan 28, 2014 9:29 AM
433	Getting others to understand what content strategy is and the crucial need for it.	Jan 28, 2014 9:29 AM
434	We need a centralized knowledge database, a go-to resource center that's recognized by the industry. It's too difficult to find trustworthy training/ online learning modules. Also, how do we scale up in terms of understanding newer technologies?	Jan 28, 2014 9:29 AM
435	1) Creating adaptive content systems like NPR. 2) Getting clients to take the time do do it right: deeper analysis, content strategy, then content modelling.	Jan 28, 2014 9:29 AM
436	So much to do/Too much to do	Jan 28, 2014 9:28 AM
437	Better ways of measuring success of a content strategy.	Jan 28, 2014 9:28 AM
438	Lack of definition - everyone seems to have a different understanding of what content strategy is and what content strategists do.	Jan 28, 2014 9:28 AM
439	lack of awareness in the job market because its a new budding field.	Jan 28, 2014 9:28 AM
440	Proving value to the company Ensuring highest standards of quality for consumers -- journalism vs advertorials	Jan 28, 2014 9:28 AM
441	Making multi-channel possible from a governance perspective. Creating global content models that work in the long term.	Jan 28, 2014 9:28 AM
442	Too much bad content	Jan 28, 2014 9:27 AM
443	Creating relevant content that is both engaging and interesting.	Jan 28, 2014 9:27 AM
444	There is a limited understanding of what it is we do (to the general public).	Jan 28, 2014 9:27 AM
445	The disconnect from overall brand strategy.	Jan 28, 2014 9:09 AM
446	Marketers are still unclear on how to do content and sometimes are a little frightened to ask for help.	Jan 28, 2014 9:05 AM
447	Analytics and ROI. Very hard to show ROI of just content when you have social, paid, seo, new products, etc all converging. This is likely all one thing, but we are still so siloed that hey seem different,	Jan 28, 2014 5:08 AM
448	To get past the Wyatt Erp stage of governance. Cleaning up the Wild West is	Jan 28, 2014 12:13 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	fine, but you can't build a civilization without figuring out distributed governance.	
449	Too insular, not enough embracing of other disciplines	Jan 27, 2014 10:14 PM
450	Convincing CEOs that content is a vital part of a website.	Jan 27, 2014 9:16 PM
451	inability to define its scope!	Jan 27, 2014 8:59 PM
452	With the exception of CS, almost everything we deliver at our agency either comes with an ROI metric (social media, SEO) or something tangible (wireframes, comps, clickable prototypes) that the client can interact with/provide feedback on. I have been struggling to come up with a CS ROI that is meaningful to our clients. Hire us and you will see xx when yy happens.	Jan 27, 2014 8:56 PM
453	The fact that it's a new discipline, and that it touches all groups putting something in front of user. That can be very political and threatening to some people.	Jan 27, 2014 2:44 PM
454	Making management aware of the importance of the web.	Jan 27, 2014 12:38 AM
455	Getting more people to understand it.	Jan 26, 2014 10:26 PM
456	Convincing people that content is a corporate asset that requires as much care and attention as all other key corporate assets	Jan 24, 2014 12:55 PM
457	Advocating for content strategy as a separate role, not part of IA	Jan 24, 2014 7:46 AM
458	knowledge management and bridge building between knowledge specialists (ie. IT and content managers)	Jan 22, 2014 9:43 AM
459	Conflicting standards across industries.	Jan 22, 2014 7:42 AM
460	Authenticity matters (again), so yay!	Jan 22, 2014 1:32 AM
461	Convincing management that less content can be better than more, provided you focus on good content.	Jan 21, 2014 4:27 PM
462	Educating others in our organizations that content strategy is a necessary part of the business model.	Jan 21, 2014 11:29 AM
463	It's a tie: - Getting clients to view content as a strategic asset - Delivering content to the right audiences	Jan 21, 2014 7:38 AM
464	Integration across all communication platforms over time	Jan 20, 2014 4:34 PM
465	Understanding the difference between content and content marketing.	Jan 20, 2014 4:31 PM
466	I think that companies don't understand that content strategy is not a one-time project; it's something that requires ongoing attention if they want to realize the full potential of their content.	Jan 20, 2014 3:17 PM
467	The biggest challenge I see is making people aware that "content strategy" goes far beyond marketing and seo (a shortcoming of this particular LinkedIn	Jan 20, 2014 12:26 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	community).	
468	Less content, more focus, more strategy - less scattergun...Too much poor quality content with no direction being farmed out.	Jan 20, 2014 6:32 AM
469	Telling stories is the easy bit..getting it to scale is the real challenge	Jan 20, 2014 6:11 AM
470	Cutting through the clutter with valuable content	Jan 20, 2014 5:28 AM
471	Greatest challenge: buy-in from people unfamiliar with CS. Greatest opportunity: It's a great time to be a content person--easy to make and deliver content, and content strategy can make it meaningful	Jan 19, 2014 5:55 PM
472	I am officially a content manager. Strategy is part of my job, and I believe it is important, but I don't want marketing and strategy to overshadow the importance of content management. No matter how good the strategy is, it won't work if no one is willing to put in the time and resources to implement it.	Jan 19, 2014 1:30 PM
473	Overview, holistic approach	Jan 19, 2014 1:15 PM
474	adoption and integration.	Jan 19, 2014 11:57 AM
475	There seem to be 2 or 3 major definitions of CS and I see it as a challenge that many copywriters are adding 'content strategist' to their resume in order to seem more relevant in today's agencies. I believe in the separation of the two.	Jan 19, 2014 9:02 AM
476	Recognition as important to organization mission	Jan 19, 2014 8:55 AM
477	getting clients to do the work up front to make things easier on themselves later	Jan 18, 2014 4:52 PM
478	Getting decision makers to see its relevance and importance to achieving organisations' conversion goals and allocating the resources required to make it happen.	Jan 18, 2014 4:11 PM
479	Mobile applications severely reduce the scope and effectiveness of content.	Jan 18, 2014 2:50 PM
480	Education.	Jan 18, 2014 1:21 PM
481	Simplification	Jan 18, 2014 11:32 AM
482	Communicating what it is and why it is important	Jan 18, 2014 6:31 AM
483	So all-encompassing in its positioning that it is a commodity. There is a sense that everyone in the company does content strategy.	Jan 18, 2014 5:49 AM
484	Challenge: Communicating the importance of content strategy to all levels of a business, as well as external agencies and third parties, then getting buy-in to make it happen. Opportunity: All advertising is content, and if you're in the right place, you can make a huge difference...	Jan 18, 2014 5:05 AM
485	Becoming a standardized part of the planning process.	Jan 16, 2014 4:44 PM
486	Over-specialization -- strategy needs to be demystified. (Can I add siloed	Jan 16, 2014 2:07 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

thinking...which needs to be torn down?)

487	I work in higher education (library) and it seems that our size/structure will always necessitate that we will have a large number of content providers/managers with varying amounts of editorial/writing experience. It would be great to have content strategy tools that could integrate content management (writing, editing, publishing content) with our standards and workflows all in one place (i.e. with an easy to use CMS).	Jan 16, 2014 11:56 AM
488	Communicating our work in a way that doesn't limit us to only web/social media/ etc.	Jan 16, 2014 10:45 AM
489	mobile	Jan 16, 2014 8:22 AM
490	The same as it's always been - overemphasis on tactics and an inability to stay focused on the user. And an inability to truly innovate and own technologies that support content.	Jan 16, 2014 7:04 AM
491	Challenge: it's a broad discipline, and both insiders and outsiders have different ideas of what the discipline is. However, too much debate of what it is leads to too much introspection (which can feel like a waste of time.)	Jan 15, 2014 4:56 PM
492	Fragmentation is the biggest challenge. I actively try to AVOID using the term content strategy now. I now call myself an information architect (again) because all environments are made of information, which includes content.	Jan 15, 2014 3:37 PM
493	Consistent messaging/style across our digital properties.	Jan 15, 2014 1:53 PM
494	Dislike that content strategy is getting separated from UX and pushed over to CMS.	Jan 15, 2014 12:41 PM
495	Getting in at a high enough level with the client to ensure that a truly holistic content strategy is put into place. We tend to work on some programs within a client organization rather than covering the full range.	Jan 15, 2014 11:40 AM
496	From an organisational point of view, I'd say becoming an integral part of strategic thinking. From the strategist point of view, effectively and efficiently communicating the virtues of strategy in order to be granted opportunities to 'show what we can do'!	Jan 15, 2014 11:38 AM
497	Educating clients on the value of strategy when content is seen so tactically	Jan 15, 2014 10:59 AM
498	Multi-channel planning, too much specialization (social, mobile, etc) driving up costs	Jan 15, 2014 10:46 AM
499	Reaching the right consumers	Jan 15, 2014 10:26 AM
500	Buy-in and recognition of expertise by senior management - everyone thinks they are a web expert and can tell you how to do your job.	Jan 15, 2014 8:50 AM
501	The biggest challenge is subscriber paywalls.	Jan 15, 2014 8:31 AM
502	Defining the terminology in a consistent way.	Jan 15, 2014 8:30 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

503	Creating enough high quality, relevant content for a target audience	Jan 15, 2014 8:21 AM
504	Trying to reach all our audience with the same message	Jan 15, 2014 8:09 AM
505	In my field, getting people to understand that content is important (I work for a governmental non-profit).	Jan 15, 2014 7:24 AM
506	Greatest opportunity = There is a real need for what we do, and more and more organizations grasp this Greatest challenge: That we are jumbled together with Content marketing and will suffer when the backlash following the hype around it occurs	Jan 15, 2014 6:11 AM
507	I think that content strategy's newness is both its greatest opportunity, and its biggest challenge. It's an opportunity because there is so much to learn and room for development, yet its youth is a challenge to get people to take seriously. Not many people are aware of the field yet.	Jan 14, 2014 4:48 PM
508	Focus. Content strategy has gone from obscurity to acknowledgment to saturation. Discipline and focus are needed to prevent it from becoming "yesterday's buzzword" when the next shiny object shows up. :)	Jan 14, 2014 4:46 PM
509	Some CS jobs are exceedingly technical and perhaps should be called something else	Jan 14, 2014 4:39 PM
510	Google's algorithm changes make this a really exciting time to be a content creator, specifically as a writer. Semantic search and cocitation are awesome.	Jan 14, 2014 1:31 PM
511	The opportunity is to extend editorial thinking and an emphasis on high quality content from publishing/media companies to all companies.	Jan 14, 2014 1:04 PM
512	it's always hard to gain traction if you're not a brand name...vertical marketing is necessary and difficult.	Jan 14, 2014 11:17 AM
513	Making information that's developed and available, easy for clients and internal users to find.	Jan 14, 2014 11:01 AM
514	Most people don't think it really exists. They know writers, markets and computer programmers. They think the rest just happens	Jan 14, 2014 10:17 AM
515	Producing quality at scale	Jan 14, 2014 9:44 AM
516	Identify key blocks of content to be used/packaged across different platforms	Jan 14, 2014 9:42 AM
517	Directorial-type positions in large companies, or a seat at the table with strategic direction-setters/decision-makers.	Jan 14, 2014 8:11 AM
518	Being taken seriously	Jan 14, 2014 7:58 AM
519	Recognition	Jan 14, 2014 7:10 AM
520	To explain what it is and why it is better and needed	Jan 14, 2014 7:02 AM
521	Making the move from "SEO" as digital marketing tool to a full multi-channel	Jan 14, 2014 6:41 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	content strategy with buy in from all departments.	
522	Multiplicity and interrelationship of media.	Jan 14, 2014 6:41 AM
523	it's always changing, so there's always opportunity to learn more and grow professionally	Jan 14, 2014 6:17 AM
524	unique content creation	Jan 14, 2014 5:57 AM
525	saturation	Jan 13, 2014 2:22 PM
526	Selling its value Not becoming too much of its own fiefdom as opposed to a core part of good UX	Jan 13, 2014 12:11 PM
527	My personal challenge will be to learn more about the discipline itself, as I have been doing content strategy as part of my role as employee portal manager for some time, but it has never been identified as such. I think this is a common scenario for practitioners. So now that content strategy is becoming more recognized as a distinct discipline it creates a huge opportunity for companies and individuals to establish standards, share experiences and elevate the practice to a new level of effectiveness.	Jan 13, 2014 9:18 AM
528	How do you prove the value when the ROI isn't concrete? You can track social sales, you can track the benefit of awareness based marketing via studies, but you may not necessarily be able to see a concrete benefit from content strategy. Not only that, but you have to prove the value internally -- not just that your customers are going to be happier, we've found.	Jan 13, 2014 7:46 AM
529	Opportunity: COPE (create one publish everywhere) Challenge: candidates with the right mix of skills (tech/liberal arts/business analysis)	Jan 13, 2014 7:41 AM
530	buy-in from the top level, I think my office - Communications & Marketing should have a more active role in content strategy and I don't think we are valued as experts in the field - or in some cases, depts think as long as info is "on the web" - they are covered.	Jan 13, 2014 7:24 AM
531	Communicating what content strategy is and putting a stake in the ground as to what the role is, the focus, and the perspective. (Hardest: I'm not there to help the writers: I'm there to help the customers.)	Jan 12, 2014 5:07 PM
532	Understanding of what the role is.	Jan 12, 2014 3:21 PM
533	Recognition of what it is and how it differs from/interacts with copywriting, marketing, CMS and UX.	Jan 12, 2014 12:47 PM
534	Cost per visit is to high to sustain the growing demand for multi-channel engagement.	Jan 12, 2014 10:06 AM
535	Communicating the importance and value of what content strategy is and how it can help	Jan 12, 2014 9:38 AM
536	Increasing awareness from orgs (speaking from UK perspective) that a strategy and plan for better content is what is missing from their digital strategy. That	Jan 12, 2014 8:14 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

means orgs are seeking out and commissioning content strategy consultancy and we no longer have to spend all our time explaining to baffled people why they need it at all. Biggest challenge = moving the multi-channel aspect beyond just talk and into action. Everyone loves the idea of COPE, few can realistically practice it. -- A few notes on the survey -- It's hard to answer "my current employer..." when as a consultant I work for several organisations simultaneously. For some I'm engage solely as "content strategist", some not. None have a role within their org called "content strategist" even if they have hired me as a "content strategy consultant". I also found the question "how did you learn to do content strategy" a bit odd. Content strategy covers such a wide range of possible skills (as indicated by the list of things you may do in your current role!). I found the "how many years experience" question difficult from that perspective too - like many in CS I've spent a lot longer doing stuff that relates to what we now call "content strategy" than I have spent explicitly thinking of what I do as "content strategy".

537	Lack of training requirements and education programs	Jan 12, 2014 7:28 AM
538	In the digital world Content is the primary interface between companies, organisations and institutions and their stakeholders. Stakeholders simply do not care about the silos in an organisation, so those, who strategically manage their content, have a chance to improve their business through the methods developed under the CS idea.	Jan 12, 2014 7:13 AM
539	Breaking out of the digital only role and getting up much higher in the pecking order so that the principles of good CS can influence everything from HR to customer service.	Jan 12, 2014 6:55 AM
540	Helping the business understand why it is important. Just because you can does not always mean you should in terms of content..	Jan 12, 2014 5:34 AM
541	Challenge: It is very labor intensive, and can be cost prohibitive for some of our clients. ROI can be difficult to prove. Opportunity: Marketing technologies are constantly evolving and making it easier.	Jan 11, 2014 10:56 PM
542	transitioning the conceptual move from print to digital	Jan 11, 2014 7:41 PM
543	Not that many people understand or see the value in content strategy.	Jan 11, 2014 7:23 PM
544	Standards and community.	Jan 11, 2014 7:19 PM
545	Everyone thinks they're a writer, editor and designer. They don't get that there's a science and art to content.	Jan 11, 2014 6:24 PM
546	Integrating oversight of web content with print/non-digital content. The creation of Chief Content Officers as standard.	Jan 11, 2014 5:55 PM
547	getting other people to value it, people can say they value it, but they need to pay for it	Jan 11, 2014 5:27 PM
548	Defining what it entails and helping companies understand what it is and how it will help them	Jan 11, 2014 5:07 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

549	Keeping it tightly defined enough to be able to sell it as a discipline and a project workstream--so clients know to ask for it and project./account managers make sure it's part of any content-related project.	Jan 11, 2014 4:21 PM
550	Differentiating from content marketing.	Jan 11, 2014 3:59 PM
551	Belief in its value resulting in investment	Jan 11, 2014 3:51 PM
552	Getting internal stakeholders to buy in to CS	Jan 11, 2014 1:50 PM
553	Client adoption of the importance of content	Jan 11, 2014 1:14 PM
554	Both 'content' and 'strategy' are loaded words. Defining the practice is challenging.	Jan 11, 2014 1:10 PM
555	client education	Jan 11, 2014 11:37 AM
556	Communicating the value of content strategy to the world and getting corporations to understand and invest in the discipline.	Jan 11, 2014 11:36 AM
557	lack of strategy - more focus on tactics - campaign mindset	Jan 11, 2014 10:54 AM
558	Lack of archiving policies, lack of department level training in information management, a real need for cross-silo searching technology	Jan 11, 2014 10:08 AM
559	The complete ignorance of others on this subject. Everyone knows that they "need" a content strategist but no one knows where they need or want you to step in on any given project, because they don't understand what we do. Additionally, there is usually little to no onboarding in most of my consultancy roles.	Jan 11, 2014 10:00 AM
560	We're still at a crossroads where only a portion of the overall business world understands and appreciates the value of content strategy as a discipline. Most now accept that they need some form of content marketing in their mix, but many feel they can approach it however they see fit and don't see the value in paying for quality strategy before jumping into content creation.	Jan 11, 2014 9:58 AM
561	Recognition that content strategy extends well beyond editorial functions and that CS pros are well qualified to take on information architecture responsibilities	Jan 11, 2014 8:42 AM
562	Utterly different definitions of what constitutes "content". Strategy for digital media is a totally different animal than strategy for content for MVPD's, OTT, etc.	Jan 11, 2014 7:58 AM
563	To become a serious and needed partner, next to ICT, UX and design into the developing process.	Jan 11, 2014 6:33 AM
564	plain language is pointless without content strategy, and vice versa. how can these two disciplines integrate more?	Jan 11, 2014 5:58 AM
565	Challenge: skilled workers vs. "content mills"	Jan 11, 2014 5:39 AM
566	The great opportunity is that reuse or multi-use of content to feed the growing number of channels. The greatest challenge is that it takes a village to get a	Jan 11, 2014 5:01 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	deliver great content strategy - the clients and engineering folk need to believe in the strategy and the promise.	
567	1. Differentiating it from UX/or IA. 2. Not having it confused with a copywriter or editorial role 3. Opportunities for the future include evangelizing how the role of CS can help clients and businesses be in a better position to COPE (Create once and publish everywhere!)	Jan 10, 2014 7:45 PM
568	not sure	Jan 10, 2014 7:17 PM
569	Gaining buy-in and partnering with IT staff	Jan 10, 2014 7:10 PM
570	Overloading consumers	Jan 10, 2014 6:59 PM
571	Don't know!	Jan 10, 2014 4:55 PM
572	Shifts in the buyers journey are influencing how we communicate and market to them. We will need to adopt new approaches and this will be an opportunity for developing content strategy programs to mature quickly, along with training traditional staff and building tools and templates to make new approaches part of the standard operating model.	Jan 10, 2014 4:53 PM
573	Challenge - content strategy not being valued quite enough. My role is a contract role at the moment.	Jan 10, 2014 4:52 PM
574	Not enough tools to help streamline processes and workflows. Also, not many people are clear on their involvement in content strategy and there is a lot of overlap. For example, does content strategy sit within social media, editorial, or outside as a separate entity in a corporation in general? Because of its involvement and people still not being clear on the true role of content it makes it very difficult for the practice to be as successful as it could be (there are a lot of blurred lines it seems, still).	Jan 10, 2014 4:52 PM
575	Myriad tools that don't follow consistent sets of standards.	Jan 10, 2014 4:21 PM
576	Getting the right content in front of the right person on the right device at the right time.	Jan 10, 2014 3:07 PM
577	Multiple and new screens/contexts	Jan 10, 2014 2:21 PM
578	Clarification of what it is, and value that it could bring to business	Jan 10, 2014 1:42 PM
579	Not being overwhelmed by the challenge of it all. Getting the organization on the same page and doing a crawl, walk, run approach	Jan 10, 2014 12:48 PM
580	Keeping up with it all as mediums expands.	Jan 10, 2014 12:47 PM
581	Adaptive design - creating content that can be consumed on multiple devices. Governance - making sure resources and responsibilities are in place to support the company's content.	Jan 10, 2014 12:06 PM
582	Formalizing the discipline/getting organizations to recognize the title and associated responsibilities	Jan 10, 2014 11:51 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

583	The greatest challenge is as content grows and there is so much information available, making it easy to find and understand what type of content you are looking for is important.	Jan 10, 2014 10:37 AM
584	The field is way too broad	Jan 10, 2014 10:27 AM
585	Demonstrating the value content strategy brings to organisations; defining where content strategy ends and SEO/design/UX/build/IA/PR etc begins	Jan 10, 2014 9:33 AM
586	Silos. The community itself is siloed. Those with different skillsets are jostling for ownership of the definition of the discipline rather than allowing it to be holistic, and embracing we all have a huge amount to learn from each other. That, and attachment to "pages" in their web or print incarnations, over adaptive content. Very difficult for people to wrap their heads around.	Jan 10, 2014 8:20 AM
587	Companies that utilize digital channels must struggle to become publishers. Up to this point, only publishers succeeded at creating content with measurable value. A hospital, for example, is not a publisher ... but is now forced to be one the minute it launches a website.	Jan 10, 2014 8:18 AM
588	Content strategy needs to continue to be the cure for the common website.	Jan 10, 2014 7:33 AM
589	GLUT OF CONTENT	Jan 10, 2014 7:09 AM
590	Mobile forcing focus and education of how people consume content is different based on context.	Jan 10, 2014 4:38 AM
591	I work in Russia, so the main challenge for companies here and now is to work on quality and usability of their communications.	Jan 10, 2014 4:21 AM
592	Content is eating the world just as much as software is. The CS skill set is broad, and useful in many places. Being useful and relevant to all the groups that need CS, and not just focussing on the sort of organisation that have full-time CS roles, is interesting...	Jan 10, 2014 2:48 AM
593	I'd go with the opportunity: the curiosity about it.	Jan 10, 2014 1:37 AM
594	Opportunity: 1. Toolkits for content strategist newbies or companies who can't afford a dedicated marketing person 2. Research data to back up what we espouse Challenge: 1. Getting people to understand what I do 2. Showing the importance of Content Strategy with quantitative metrics 3. Companies & brands mouth "content is important " but do not provide enough support	Jan 9, 2014 8:54 PM
595	Ambiguous levels of professional respect. It's not understood well-enough by people outside the space. Content strategists need to do much more outreach and informing.	Jan 9, 2014 7:54 PM
596	Opportunity=focus on creative approaches for engagement and redefine organization/workflow structures to develop for multi-channel delivery.	Jan 9, 2014 7:34 PM
597	Generation of content	Jan 9, 2014 7:03 PM
598	Addressing content strategy across all media so it is coherent and brand or	Jan 9, 2014 6:06 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	mission positive.	
599	People paying for quality content.	Jan 9, 2014 5:35 PM
600	The word "content"	Jan 9, 2014 5:30 PM
601	Lack of understanding how content strategy differs from content marketing and the fact it crosses over many functional lines of business.	Jan 9, 2014 5:03 PM
602	Using insights from web content to influence all marketing	Jan 9, 2014 4:33 PM
603	Confusion with "content marketing"!	Jan 9, 2014 4:28 PM
604	Getting buy-in for content strategy as a vital tool for achieving business goals.	Jan 9, 2014 2:44 PM
605	Selling itself as a *critical* component of the web development/maintenance process.	Jan 9, 2014 2:34 PM
606	It's difficult to be an expert in such a wide array of tasks. My company doesn't recognize what I do as "content strategy" so I am only labeled as a social media administrator. There is only so much time in a day to do all these various tasks!	Jan 9, 2014 1:01 PM
607	The balance between depending on area experts to be responsible for content and allowing them to post themselves and a more proactive approach of getting the information out of them, formatting it ourselves and our group putting it up for them.	Jan 9, 2014 12:48 PM
608	Keeping up with all of the changes in the digital marketing space.	Jan 9, 2014 12:11 PM
609	Delivering the value-add message.	Jan 9, 2014 12:06 PM
610	In my opinion, I believe there is confusion between what type of content to post to where, and the biggest question of all is WHY this content. Strategy needs to be tightened up.	Jan 9, 2014 11:35 AM
611	commercialising content	Jan 9, 2014 9:57 AM
612	Gaining influence early in the marketing lifecycle.	Jan 9, 2014 9:17 AM
613	Confusion over what the title means, blurring with content marketing.	Jan 9, 2014 9:16 AM
614	Recognising good and bad content. Writing skills are at the core of successful content strategy.	Jan 9, 2014 9:03 AM
615	Giving the discipline a voice and making it normal procedure. This may already be happening in larger organizations, but not in SMEs, for example.	Jan 9, 2014 8:57 AM
616	Keeping up with Google algorithms	Jan 9, 2014 8:54 AM
617	Getting others to understand what it is.	Jan 9, 2014 8:26 AM
618	Implementing what Jonathan Kahn suggests on A List Apart and his October 2013 conference video called Content, Culture and Digital Transformation. From	Jan 9, 2014 8:25 AM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

	my perspective (massive, content-deep government web sites), progress will need to come from culture change. No culture change, no progress.	
619	Challenge: Content marketing strategists are passing themselves off as content strategists. It's diluting the profession and clients don't distinguish between what they do and what we do.	Jan 9, 2014 8:24 AM
620	Large database/resources collection for best practices that has been vetted well.	Jan 9, 2014 8:16 AM
621	Getting agencies, as well as clients, to understand that content strategy is not a last minute add on. It's crucial that it happen up front.	Jan 9, 2014 8:11 AM
622	It being recognised as an essential and valuable part of digital projects, by a wider range of businesses (not just within digital).	Jan 9, 2014 7:47 AM
623	well probably people billing themselves as content strategists with no solid foundation and then mucking it up leaving a bad name with the discipline	Jan 9, 2014 7:26 AM
624	Collaboration with other disciplines, recognition, but not to exclude involvement from all stakeholders more to allow a central voice and direction.	Jan 9, 2014 7:17 AM
625	Buy in from owners	Jan 9, 2014 7:14 AM
626	greatest challenge is getting buy in and dedicating resources to ongoing strategy work. The biggest opportunity is Google's ever changing SEO algorithms which make Content Strategy even more important (good content strategy = good SEO)	Jan 9, 2014 7:05 AM
627	Creating useful content that doesn't get lost in the sea of information.	Jan 9, 2014 7:04 AM
628	Actively engaging stakeholders in strategy development and implementation	Jan 9, 2014 6:54 AM
629	Getting "trumped" by content marketing and the idea that more content is better. Bringing it back to basics and getting people to understand quality vs. quantity. Everyone want to put everything out there through all the channels, but it can be just noise. Also, better search that will surface content before users even get to "your site" so how do you measure your success if people never even become a visitor.	Jan 9, 2014 6:52 AM
630	Aliging different channels, upcoming technologies and platforms, and differentiation	Jan 9, 2014 6:40 AM
631	Joining the dots between online and offline	Jan 9, 2014 4:33 AM
632	Multitude of platforms, tools, programs.	Jan 8, 2014 9:35 PM
633	The biggest challenge is creating the right content instead of just a high volume of content.	Jan 8, 2014 9:17 PM
634	asset management	Jan 8, 2014 5:41 PM
635	Opp= lots to say little time, small attention spam	Jan 8, 2014 5:28 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

636	We're seen as glorified copywriters and I get contacted for a lot of rush jobs. You can't rush anything about user experience.	Jan 8, 2014 5:09 PM
637	How to publish for multiple screens	Jan 8, 2014 4:33 PM
638	Challenging to stay abreast of changes in best practices when so busy working! :) Also, separately, sorry to see so many new "content strategists" have so little technical knowledge and find it so hard to relate with IT.	Jan 8, 2014 3:33 PM
639	The ability to be more integrated into the process and more collaborative with user experience, design and business strategy roles.	Jan 8, 2014 3:31 PM
640	Evangelizing the benefits of the discipline to Enterprise companies.	Jan 8, 2014 3:18 PM
641	Fortifying credibility of the field.	Jan 8, 2014 2:26 PM
642	Once and for all defining the practice so others stop co-opting the word and fleecing people.	Jan 8, 2014 2:11 PM
643	Defining and demonstrating the relevance of the position to every person, organization, and cause in the world!	Jan 8, 2014 1:47 PM
644	Being noticed	Jan 8, 2014 1:47 PM
645	Making people aware of the wide variety of skills content strategists possess and articulating their value to organizations and businesses.	Jan 8, 2014 1:36 PM
646	Developing the right recommendations for clients to ensure content remains viable for 1-2 years.	Jan 8, 2014 1:28 PM
647	I don't attend CS conferences or workshops anymore because I fell like we're in a plateau for new ideas. Likewise, our excellent ability to cheerlead for CS theories have sent many folks home excited but unprepared to execute--they don't know where to begin! I focus my workshops now on implementations of these ideas.	Jan 8, 2014 1:06 PM
648	misunderstanding of the relationships btwn engagement, credibility, market presence and lead gen	Jan 8, 2014 12:59 PM
649	Not enough professional direction. It's too easy to use the term broadly and we risk becoming associated with the "Social Media Expert" of a few years ago.	Jan 8, 2014 12:53 PM
650	creation of less but much better content	Jan 8, 2014 12:36 PM
651	Opportunity - developing best practices Challenge - getting management to appreciate content strategy's value	Jan 8, 2014 12:36 PM
652	Lack of understanding. It's not copywriting. Or not just copywriting. Not that copywriting isn't important. But you know what I mean.	Jan 8, 2014 12:34 PM
653	Broad range of things that we're involved in — two different content strategists could be doing completely different things.	Jan 8, 2014 12:28 PM

Page 4, Q11. In your opinion, what is the greatest opportunity (or challenge) facing the content strategy discipline today?

654	Clarity on what it is that a content strategist does. I look at the list of tasks that I checked off above and see a bit of a scattering of focus. I think that's because many of us are still trying to figure out how we can best strategize, create and manage content.	Jan 8, 2014 12:20 PM
655	Opportunity: Organizations are recognizing that content strategy has to happen high up in the organization. Challenge: Some clients still think a content strategist is someone who works in spreadsheets all day and isn't someone who helps make big business decisions that impact the way the organization functions.	Jan 8, 2014 12:09 PM
656	Understanding which technology to choose to support our efforts. Integrating all technologies for lead generation.	Jan 8, 2014 11:34 AM
657	Harness current interest in content as marketing but translate/education C-Level management and clients on content as strategic asset that requires senior level oversight and planning.	Jan 8, 2014 11:11 AM
658	Different notions of content strategy are creating some noise in our message. Still think we have sold ourselves as the clean up crew.	Jan 8, 2014 11:11 AM
659	Same as above. But also, I think "content strategy" is an umbrella term applied to anything involving words, and that needs to be clarified, or the discipline needs to be broken into several components.	Jan 8, 2014 11:07 AM
660	Getting the basics right in a sustainable fashion that still takes into account new trends.	Jan 8, 2014 11:06 AM
661	We're too narrow in the way we define ourselves - whereas 'content marketing' is growing in prominence as a buzzword, CS is still seen as fairly technical	Jan 8, 2014 11:06 AM
662	No buy-in from executive management or senior leadership.	Jan 8, 2014 11:05 AM
663	Justifying the time spent, resources to build a proper content strategy	Jan 8, 2014 11:04 AM
664	Learning to communicate value to the business community.	Jan 8, 2014 11:04 AM
665	If set up correctly, we can track the effectiveness of good copy. It happens with a combination of analytics, surveys and general engagement.	Jan 8, 2014 11:04 AM
666	Making people listen to and believe you when you say design with strategy is meaningless.	Jan 8, 2014 10:47 AM
667	.	Jan 8, 2014 10:21 AM
668	Breaking down silos: getting different organizations (marketing, development; and even different product teams within development) to acknowledge each other's existence, let alone collaborate on content.	Jan 8, 2014 10:05 AM

Page 5, Q1. Which initiatives would you most like to see this Content Strategy Collective focus on? (Please select as many as you like.)

1	I'd love more expert advice on managing content for highly technical, non-CMS managed projects. I do a lot of content work for application development teams, and finding a way to drop into their teams and manage the disparate elements of content can be very hard. I pretty much have to create on-the-fly processes and workflows every time.	Feb 1, 2014 1:32 PM
2	I like the idea of structures and skillsets and best practices, but I also like to keep it creative and allow for original thinking, too. I'd hate to get locked into a drill. "You need personas, a calendar, an inventory and a blah-dee-blah...." I'd like to understand all of the tools but not make them all things that you have to do to be a content strategist. Or maybe I'm just being lazy and resistant. But, yeah.	Feb 1, 2014 1:49 AM
3	All of the above would be awesome, actually.	Jan 31, 2014 5:42 PM
4	I am currently writing a content strategy framework aligning it with quality systems and Standards such as ISO9000. This is essential work for the field and I'd like to see the collective work collaboratively to author an international standard for it.	Jan 31, 2014 5:37 PM
5	As part of the best practices, come up with templates for deliverables (for new practitioners to start from), both for pure content strategy activities, and in collaboration with other team deliverables.	Jan 31, 2014 12:29 PM
6	This isn't other so much as a note. The first box here, "Define content strategy, etc." is probably the most important, but it's the one that I think is done well in a lot of places already. Preaching to the choir isn't really the issue anymore, though. It's how to preach from choir to everyone else, and how to mark expertise in this space different from other things, that's the key. I don't see nearly enough focus on that in general.	Jan 31, 2014 11:50 AM
7	Identify speaking opportunities and mentor new speakers.	Jan 31, 2014 11:17 AM
8	job openings, events etc. tend to be very US-focused. It would be good to keep this open and relevant to everyone wherever they might be located.	Jan 31, 2014 4:04 AM
9	Provide mentorship opportunities	Jan 30, 2014 11:41 AM
10	I think #2 is the most important. And what would be really cool, relating to that, is a casebook and people could add case studies... real-world examples of scenarios with challenges, issues, solutions, results.	Jan 30, 2014 10:57 AM
11	share documentation/processes and templates among each other as part of sharing best practices	Jan 30, 2014 10:41 AM
12	Get Content Strategy discussed more at CXO level, get the 'C-level' media (CIO magazine etc) engaged in the topic	Jan 29, 2014 4:40 PM
13	This is a great list. :)	Jan 29, 2014 3:50 PM
14	More usable deliverables for our work. For wireframing there are so many tools but for Content Strategy we're stuck in spreadsheets and powerpoint (or maybe just I am)	Jan 29, 2014 11:54 AM

Page 5, Q1. Which initiatives would you most like to see this Content Strategy Collective focus on? (Please select as many as you like.)

15	Collect best-in-class models and samples of key content strategy deliverables. Or workshop deliverables to make them better.	Jan 29, 2014 8:54 AM
16	Based in France, I'd like to see more about what's happening on this side of the Atlantic. Most jobs and and events advertised are in the US.	Jan 29, 2014 2:33 AM
17	Don't waste time on ideological debates about what content strategy *is* or what a content strategist *should* be. Carving out a profession, a turf for the content strategist, is something I am really not interested in. Been there and done that with "usability", "user experience", "information architect"... Instead, --focus on sharing practices (what we actually do), --raise awareness about the challenges we are all facing (e.g. credibility, authenticity, creativity, speed of technological change...) and how we can creatively answer these.	Jan 29, 2014 2:08 AM
18	As a relatively new freelancer/consultant it's difficult to find enough work, as well as interesting work. LinkedIn and other search tools are ineffective for freelancers. For that matter, they aren't so great for regular job searches, either. I know the goal isn't to create a jobs board but I would appreciate an opportunity to make connections with more experienced/established practitioners for both mentoring and work referrals.	Jan 28, 2014 9:52 PM
19	If that last one can be done well, that would be huge.	Jan 28, 2014 8:17 PM
20	Define a base of knowledge and evaluation to use in hiring content strategists.	Jan 28, 2014 7:35 PM
21	Codify the value/ROI of content strategy	Jan 28, 2014 5:54 PM
22	What I need/want most is a sounding board - some kind of forum or interactive site where I can ask my questions, get opinions and critiques, and offer my two cents in exchange. I work with another novice content strategist and have very little traction for some of what we perceive as being our most important tasks.	Jan 28, 2014 3:26 PM
23	yeah ... i personally wouldn't want the group to go down the BOK route - i.e. as project management, business analysis have ...	Jan 28, 2014 2:46 PM
24	Raise awareness of what content strategy is NOT	Jan 28, 2014 12:45 PM
25	Define and differentiate that Content Strategy is done by digital Marketers; those with Business degrees and not by those with English degrees. There is a "difference" in both the hard and soft skills needed to be a Content Strategist. The core lies with an individual having a "Business" academic foundation, more specifically Marketing, as ALL content digital/non-digital stems from those principles, strategies and tactics. Also one must have a background in advertising, consumer products, mass communications and public relations. I despise the fact that those with academic and professional "Marketing" acumen are being shut out of Content Strategy employment. It is an insult to those who the degrees and have been practicing the work for over 20 years.	Jan 28, 2014 12:35 PM
26	I'm personally not keen on being focused on competing for jobs, or anything else that drives people in that direction. I'd also like to see more online education. I'm currently disabled and can't go (and have never gone) to the zillions of conferences. I just look on, longingly.	Jan 28, 2014 12:33 PM

Page 5, Q1. Which initiatives would you most like to see this Content Strategy Collective focus on? (Please select as many as you like.)

27	I would go for definition and awareness. This reminds me of the early days of SEM which has now been integrated into marketing as a skill set, not a job.	Jan 28, 2014 12:06 PM
28	Sorry. They all sound great.	Jan 28, 2014 11:51 AM
29	I would love a library of content strategy templates.	Jan 28, 2014 11:39 AM
30	I would particularly like to see which strategists specialize in different international regions and cultures.	Jan 28, 2014 11:27 AM
31	Are you trying to make \$\$? Then a pay-to-list job board is essential.	Jan 28, 2014 11:24 AM
32	Build awareness outside the group of the importance of content strategy and the importance of integrating it into the full go-to-market strategy for a firm.	Jan 28, 2014 10:46 AM
33	Are people really having trouble defining it and need best practices? Seems silly. If people can't see what works well and what doesn't on the world wide web and in every day, perhaps they are in the wrong field.	Jan 28, 2014 10:39 AM
34	Raise awareness/educate on relationship to traditional corporate strategy — if content strategy develops in isolation it will be isolated	Jan 28, 2014 10:33 AM
35	He'll. Pretty much all of the above.	Jan 28, 2014 10:28 AM
36	Highligh tools and techniques	Jan 28, 2014 10:25 AM
37	Highlight trends and future potential of the content marketing industry.	Jan 28, 2014 10:24 AM
38	Collaboration 'dare to share' information	Jan 28, 2014 10:10 AM
39	I ticked all, as this is a seriously great list	Jan 28, 2014 10:03 AM
40	Template Library	Jan 28, 2014 9:52 AM
41	i think all are important, but think the first order of business should be figuring out a prototypical group member and servicing their needs first.	Jan 28, 2014 9:48 AM
42	I'd be more interested in initiatives that help with the practice of content strategy than the career development and networking elements, though I can sure see why those would be useful, too.	Jan 28, 2014 9:45 AM
43	I have checked a lot of boxes--any subset would be useful.	Jan 28, 2014 9:41 AM
44	Run local-and affordable-workshops	Jan 28, 2014 9:41 AM
45	Look at what HubSpot has done for its value-add user groups, content, educational programs & workshops for inbound marketing (which content marketing is a subset discipline of).	Jan 28, 2014 9:40 AM
46	Focus on building a big tent, and on getting past the Wyatt Erp stage of content strategy.	Jan 28, 2014 12:15 AM
47	Is there a content Strategy Body of KNowledge (BOK) somewhere? Maybe that	Jan 24, 2014 7:48 AM

Page 5, Q1. Which initiatives would you most like to see this Content Strategy Collective focus on? (Please select as many as you like.)

	would be useful.	
48	Weed out "content marketing" discussion. Or, alternatively, clearly define the differences. Speak to (in professional opinion) the validity of new trends/terms gaining popularity: ie. content marketing, storytelling	Jan 21, 2014 11:34 AM
49	Can't believe I checked all, but it's true. All are needed!	Jan 20, 2014 4:33 PM
50	In addition to defining CS, define the differences between CS, Content Marketing and Copywriting.	Jan 19, 2014 9:07 AM
51	Would meet ups be in the US, or international?	Jan 18, 2014 4:12 PM
52	for me, the top priorities would be career paths, job openings, certification and local meet-ups. that would promote growth for the role everywhere, which could ladder back up to your Collective	Jan 18, 2014 5:58 AM
53	The content strategy community seems almost obsessed with defining itself. As I see it, that job is done now - let's get on with the job!	Jan 16, 2014 8:24 AM
54	Thought leadership	Jan 15, 2014 8:32 AM
55	Providing a focus for the community, which complements other existing outlets (google group, google+ group, established meetups like London Content Strategy meetup) should be a firm goal I think. -- Thoughts -- I was wary of ticking "define content strategy". Doing that could be devious, as content strategy is such as broad church. Nonetheless clearer definitions are undoubtedly needed! Collating and reflecting the different potential definitions would be useful. Creating a "content strategy according to this Collective" manifesto would not be where I'd start. - I don't mind the idea of a directory, but am not sure how useful they are in practice vs the effort to create and maintain.	Jan 12, 2014 8:19 AM
56	Sorry I know that's probably not helpful selecting each - perhaps it would have been better to rank by number? Anyway, all of those really are amazing initiatives that, as a budding content strategist, I would LOVE to see!	Jan 11, 2014 7:43 PM
57	Help define content strategy metrics and benchmarks.	Jan 11, 2014 11:37 AM
58	Even in this question the bias towards viewing content thru the "digital media" lens is obvious. Ignoring content strategy for video is extremely odd and myopic.	Jan 11, 2014 8:02 AM
59	Collect and create tools and templates that operationalize best practices.	Jan 10, 2014 4:57 PM
60	ALL OF THE ABOVE PLEASE!	Jan 10, 2014 4:54 PM
61	-Determine decisional structure and process (compromise between bureaucracy and democracy, to reduce the too-many back-and-forth). Surveys are appropriate for launching, but not for sustainability. -Organize workspace and communications -Research for sponsorship	Jan 10, 2014 2:13 PM
62	+1 to creating educational opportunities. -1 to creating certifications. Basically, with the exception of certifications, all of the above seem useful. The ticked ones seem *most* useful especially for a first stage.	Jan 10, 2014 2:56 AM

Page 5, Q1. Which initiatives would you most like to see this Content Strategy Collective focus on? (Please select as many as you like.)

63	Provide a consistent terminology between the different CS practitioners so that clients don't get confused. Why does one CS focus on systems, whereas another focuses on voice and tone?	Jan 9, 2014 6:31 PM
64	It is valuable to connect with other people (I enjoy the discussions on LinkedIn). Please do not introduce another certification. The role of content strategist varies with the company, while a certification may or may not relate to your day-to-day experiences. I also work in non-profit and cannot afford another certification and professional membership.	Jan 9, 2014 9:47 AM
65	FYI, I posted some web-related systems change resources to my Learnist board, http://learni.st/users/166093/boards/32178-building-a-knowing-web-organization	Jan 9, 2014 8:34 AM
66	Open communication to no CS to allow better understanding, look out for answers not inwards. It took about 10 years for this to happen in UX before it became obvious that collaboration not isolation was the best approach. e.g. CS in agile projects	Jan 9, 2014 7:27 AM
67	Certification particularly needed.	Jan 8, 2014 3:36 PM
68	More on project planning and estimation, team roles and coordination, interfaces with social media/web analytics/SEO, more technically focused learning	Jan 8, 2014 11:16 AM
69	My highest priorities would be a directory and professional certification as these are of immediate value to the community	Jan 8, 2014 11:09 AM
70	Please. Spare us from definitions and certifications!	Jan 8, 2014 11:05 AM

Page 5, Q3. Would you like to...? (Choose all that apply)

1	Be a part of a community. I think there are a lot of people doing this kind of work that are fairly isolated. And maybe worried that someone else, someplace else, is going to define this job I've been building for myself over here. Dig?	Feb 1, 2014 1:49 AM
2	Videos	Jan 31, 2014 4:38 PM
3	I'm also happy to offer feedback on any of the output the group is considering, sort of user research style. I'm a bit of a grunt in this space, currently an unglamorous mid-level government employee. The kind of person who needs to see the path more clearly. Seems like I'd be good for this sort of thing.	Jan 31, 2014 11:50 AM
4	updates via Twitter please	Jan 31, 2014 11:15 AM
5	Attend an online class that someone on the collective teaches on Skillshare or something like that.	Jan 29, 2014 8:28 PM
6	Participate in certification definition	Jan 29, 2014 10:36 AM
7	How to make content useful for targeted users	Jan 29, 2014 3:25 AM
8	write blog posts	Jan 29, 2014 3:12 AM
9	Participate in online forums, Contribute articles	Jan 29, 2014 2:08 AM
10	Participate as a keynote speaker	Jan 28, 2014 11:54 PM
11	meet other content strategists	Jan 28, 2014 10:40 PM
12	I don't have a lot of time but would like to volunterr as I can	Jan 28, 2014 2:32 PM
13	Count me in! How can I help?	Jan 28, 2014 2:08 PM
14	I would like to be part of the creation of this collective, if it is not too late to do so.	Jan 28, 2014 2:02 PM
15	possible interest in volunteering	Jan 28, 2014 12:53 PM
16	By "regular," I don't necessarily mean "frequent." I'm buried alive under the weight of information to the extent that it's difficult to prioritize as it is.	Jan 28, 2014 12:33 PM
17	write article or delivery tutorial/talk	Jan 28, 2014 12:28 PM
18	mentor others	Jan 28, 2014 11:59 AM
19	Attend meet-ups	Jan 28, 2014 11:58 AM
20	Organize a conference	Jan 28, 2014 10:05 AM
21	Engage with a community of non-marketing-centric content strategists	Jan 28, 2014 10:00 AM
22	Visit a blog or user forum to see what problems are being discussed	Jan 28, 2014 9:54 AM
23	RSS	Jan 28, 2014 9:53 AM
24	Happy to help in any way. This group sounds like such a great resource.	Jan 28, 2014 9:47 AM

Page 5, Q3. Would you like to...? (Choose all that apply)

25	Not interested at this time. Would like to simply check out the group on my own time.	Jan 28, 2014 9:44 AM
26	I'd be happy to develop and give a talk or workshop that is in line with your goals as an organization.	Jan 28, 2014 9:44 AM
27	I can help package content into books, webinars and courses.	Jan 28, 2014 9:40 AM
28	Meet-ups	Jan 28, 2014 9:40 AM
29	attend training and conferences	Jan 28, 2014 9:38 AM
30	Be a part of a local group that meets up.	Jan 28, 2014 9:35 AM
31	see a follow-up post on linkedIn when site/group launches	Jan 19, 2014 5:58 PM
32	Trying to avoid more emails so hoping you will use LinkedIn strategically. I would read a LinkedIn inbox message from you if it was 1/week or less and pointed me to new content. As for working committee or project group, my background is lots of years as content developer (among other things) at one of top 5 global pr agencies (Ketchum). i am right in the midst of the evolving role of content strategist and work with well known companies, so fascinated by evolution and interested in helping shape where it's headed.	Jan 18, 2014 5:58 AM
33	If you need an ambassador/representative in Scandiavia/the Nordics I'd be happy to help	Jan 15, 2014 6:14 AM
34	I'd also be interested in attending meetups and events.	Jan 12, 2014 8:19 AM
35	I would like to be part of updates but keep the updates within the LinkedIn group and not another email to me.	Jan 11, 2014 1:16 PM
36	contribute when time allows	Jan 11, 2014 10:56 AM
37	Maybe on the volunteering on project groups... depending on time commitments	Jan 10, 2014 2:56 AM
38	Not right now	Jan 9, 2014 12:12 PM
39	I would like to help organize a Meetup and/or group to work on projects and/or exchange best practices..	Jan 9, 2014 9:47 AM
40	I'd love to be an active participant in this group.	Jan 9, 2014 4:21 AM
41	Receive a regular digital update from you (newsletter seems so print)	Jan 8, 2014 4:35 PM
42	Newsgroup / forum	Jan 8, 2014 11:05 AM

Page 6, Q1. Select your current country of residence:

1	Switzerland	Jan 29, 2014 12:00 AM
2	Soon to be Denmark for 18 months	Jan 28, 2014 5:30 PM
3	Global PULL DOWN? UX FAIL:-)	Jan 28, 2014 11:28 AM
4	US American residing in Switzerland since 2007	Jan 28, 2014 10:15 AM
5	United States	Jan 28, 2014 9:29 AM
6	Catalonia (Europe)	Jan 14, 2014 6:49 AM
7	usa	Jan 9, 2014 4:36 PM
8	UK	Jan 9, 2014 7:30 AM

Page 6, Q4. What is the highest level of education you have completed?

1	Masters in LIS	Feb 1, 2014 6:24 PM
2	Masters (Major) in Computer Applications, Mass Communication	Feb 1, 2014 11:02 AM
3	BA	Feb 1, 2014 3:22 AM
4	Started a doctorate but got bored :P	Jan 31, 2014 5:39 PM
5	UK Masters	Jan 31, 2014 4:42 PM
6	Bachelor degree	Jan 31, 2014 4:06 PM
7	some college	Jan 30, 2014 10:59 AM
8	MBA	Jan 30, 2014 10:44 AM
9	incomplete Bcom marketing	Jan 30, 2014 10:26 AM
10	MBA (Marketing)	Jan 30, 2014 1:16 AM
11	I went to mime school.	Jan 29, 2014 11:29 AM
12	MA Instructional Design	Jan 29, 2014 10:38 AM
13	magistra Artium	Jan 29, 2014 9:06 AM
14	MA	Jan 29, 2014 6:46 AM
15	Master degree	Jan 29, 2014 4:42 AM
16	At my age this is a complete irrelevance	Jan 29, 2014 4:13 AM
17	Master	Jan 29, 2014 3:31 AM
18	University	Jan 29, 2014 3:13 AM
19	diploma in business administration and a diploma in cultural and media management	Jan 29, 2014 2:26 AM
20	Masters	Jan 29, 2014 2:22 AM
21	MBA Marketing	Jan 29, 2014 12:00 AM
22	Bachelor of Electrical and Electronics Engineering	Jan 28, 2014 11:33 PM
23	M.S. in Journalism	Jan 28, 2014 10:49 PM
24	MS expected in Feb 2014	Jan 28, 2014 10:23 PM
25	Masters	Jan 28, 2014 10:20 PM
26	M.Sc. Degree	Jan 28, 2014 7:17 PM
27	M.S. in Comp Science	Jan 28, 2014 7:11 PM

Page 6, Q4. What is the highest level of education you have completed?

28	post-graduated studies	Jan 28, 2014 6:56 PM
29	Master of Creative Arts	Jan 28, 2014 6:32 PM
30	Masters	Jan 28, 2014 6:09 PM
31	Degree BA (Honours)	Jan 28, 2014 3:39 PM
32	MBA	Jan 28, 2014 2:55 PM
33	masters	Jan 28, 2014 2:51 PM
34	Bachelor of Communications	Jan 28, 2014 2:29 PM
35	(some college would be good to add :)	Jan 28, 2014 2:12 PM
36	non-relevant questions here	Jan 28, 2014 2:12 PM
37	Master degree in rhetoric	Jan 28, 2014 2:04 PM
38	Not all countries use US education definitions. University, honours degree.	Jan 28, 2014 2:01 PM
39	some college as well as vocational training	Jan 28, 2014 1:33 PM
40	Master of science	Jan 28, 2014 1:19 PM
41	4 years of college in two different fields at top schools, but didn't actually graduate.	Jan 28, 2014 12:41 PM
42	BA LLB	Jan 28, 2014 12:01 PM
43	Post graduate diploma	Jan 28, 2014 11:49 AM
44	MPS / ITP NYU	Jan 28, 2014 11:05 AM
45	Some College	Jan 28, 2014 11:04 AM
46	university degree	Jan 28, 2014 10:58 AM
47	MA in Technical Communication	Jan 28, 2014 10:56 AM
48	I'm soon to be a Graduate.	Jan 28, 2014 10:52 AM
49	MFA	Jan 28, 2014 10:41 AM
50	Post graduate diploma	Jan 28, 2014 10:34 AM
51	expected May 2014	Jan 28, 2014 10:26 AM
52	Curating Contemporary Art	Jan 28, 2014 10:15 AM
53	Graduate from university	Jan 28, 2014 10:02 AM
54	Some college, technical writing certificates, active autodidact	Jan 28, 2014 10:01 AM

Page 6, Q4. What is the highest level of education you have completed?

55	Master	Jan 28, 2014 10:00 AM
56	Dioploa	Jan 28, 2014 10:00 AM
57	Some College	Jan 28, 2014 9:55 AM
58	University degree (honours)	Jan 28, 2014 9:54 AM
59	MBA candidate	Jan 28, 2014 9:48 AM
60	Master in communications	Jan 28, 2014 9:42 AM
61	certificate	Jan 28, 2014 9:40 AM
62	plus a few post-graduate course	Jan 28, 2014 9:37 AM
63	MBA and Mass communication	Jan 28, 2014 9:33 AM
64	The Univ. of Georgia	Jan 28, 2014 9:33 AM
65	Not sure how this equates to the UK educational system but I have a Masters	Jan 28, 2014 9:32 AM
66	University without meaning to denigrate college	Jan 24, 2014 1:09 PM
67	Master of Publishing	Jan 21, 2014 11:36 AM
68	BA Hons	Jan 20, 2014 6:15 AM
69	Master	Jan 15, 2014 8:13 AM
70	University degree	Jan 14, 2014 9:48 AM
71	Master of Science	Jan 14, 2014 6:00 AM
72	school of hard knocks	Jan 10, 2014 10:13 AM
73	Diplomas, Certificates, all different	Jan 9, 2014 6:34 PM
74	BA Degree	Jan 9, 2014 12:04 PM
75	University	Jan 9, 2014 9:15 AM
76	Master's	Jan 9, 2014 9:05 AM
77	masters degree	Jan 9, 2014 7:35 AM
78	Apprenticeship (similar)	Jan 9, 2014 7:30 AM
79	Ma	Jan 8, 2014 8:47 PM
80	University	Jan 8, 2014 2:47 PM
81	Diploma	Jan 8, 2014 12:40 PM

Page 6, Q4. What is the highest level of education you have completed?

82 11th grade

Jan 8, 2014 10:51 AM

Page 6, Q5. What is your educational background? (Choose all that apply)

1	History	Feb 1, 2014 7:52 PM
2	ancient history and theater	Feb 1, 2014 4:46 PM
3	Management	Feb 1, 2014 2:51 PM
4	Science! (evolutionary biology ... worked as an editor in free time)	Feb 1, 2014 1:41 PM
5	Creative Writing	Feb 1, 2014 11:24 AM
6	Writing (Tech, business, creative, etc.)	Feb 1, 2014 12:16 AM
7	Visual communication	Jan 31, 2014 6:20 PM
8	Editing	Jan 31, 2014 5:39 PM
9	Political Science	Jan 31, 2014 3:59 PM
10	Sociology	Jan 31, 2014 2:23 PM
11	Web Development, Customer Service	Jan 31, 2014 12:33 PM
12	Biology & Physical Sciences	Jan 31, 2014 12:11 PM
13	Philosophy, but I did a lot of political communication/rhetoric stuff in school, too	Jan 31, 2014 12:05 PM
14	Science	Jan 31, 2014 11:53 AM
15	Linguistics	Jan 31, 2014 11:49 AM
16	Philosophy, Linguistics	Jan 31, 2014 11:29 AM
17	Philosophy	Jan 31, 2014 11:19 AM
18	Information Architecture	Jan 31, 2014 11:18 AM
19	Mechanical Engineering and Economics	Jan 31, 2014 8:37 AM
20	publishing (production)	Jan 31, 2014 4:06 AM
21	Design Anthropology	Jan 30, 2014 9:17 PM
22	Italian Language	Jan 30, 2014 5:18 PM
23	International Relations	Jan 30, 2014 2:12 PM
24	Arts (music composition, visual arts)	Jan 30, 2014 1:14 PM
25	Political science	Jan 30, 2014 10:31 AM
26	Women Studies	Jan 30, 2014 4:10 AM
27	Sociology/Anthropology, Leadership Studies	Jan 29, 2014 11:00 PM

Page 6, Q5. What is your educational background? (Choose all that apply)

28	Nutrition and Exercise Science (Wellness Promotion)	Jan 29, 2014 10:52 PM
29	History and education	Jan 29, 2014 7:29 PM
30	Art	Jan 29, 2014 7:16 PM
31	Education Policy	Jan 29, 2014 7:16 PM
32	Media Technology	Jan 29, 2014 7:05 PM
33	Political Science and Economics	Jan 29, 2014 4:52 PM
34	philosophy and classics	Jan 29, 2014 4:11 PM
35	Economics	Jan 29, 2014 3:44 PM
36	Linguistics	Jan 29, 2014 3:31 PM
37	English literature & philology	Jan 29, 2014 2:25 PM
38	Humanities - Classics	Jan 29, 2014 2:13 PM
39	Philosophy and Environmental Studies	Jan 29, 2014 2:06 PM
40	Social Anthropology	Jan 29, 2014 12:46 PM
41	Political Science & International Relations	Jan 29, 2014 12:40 PM
42	Advertising copywriting	Jan 29, 2014 12:26 PM
43	Geography	Jan 29, 2014 11:46 AM
44	Broadcasting	Jan 29, 2014 11:38 AM
45	Self driven study that cuts across all of these categories and others.	Jan 29, 2014 11:29 AM
46	Fine Art, Urban Studies	Jan 29, 2014 11:05 AM
47	Education	Jan 29, 2014 10:38 AM
48	Theatre, Film	Jan 29, 2014 10:00 AM
49	Speech Pathology/Audiology	Jan 29, 2014 9:28 AM
50	Public Relations	Jan 29, 2014 9:16 AM
51	History of Art	Jan 29, 2014 9:12 AM
52	Liberal arts/foreign language study	Jan 29, 2014 9:03 AM
53	Educational Technology	Jan 29, 2014 8:58 AM
54	music performance	Jan 29, 2014 8:58 AM

Page 6, Q5. What is your educational background? (Choose all that apply)

55	History	Jan 29, 2014 8:10 AM
56	religion and philosophy	Jan 29, 2014 7:14 AM
57	Linguistics	Jan 29, 2014 6:46 AM
58	Political Science	Jan 29, 2014 5:35 AM
59	Photomechanics	Jan 29, 2014 5:34 AM
60	Science	Jan 29, 2014 4:48 AM
61	Art	Jan 29, 2014 4:42 AM
62	Various	Jan 29, 2014 4:13 AM
63	History	Jan 29, 2014 3:31 AM
64	Theology	Jan 29, 2014 3:14 AM
65	Biology, Photography, Art history	Jan 29, 2014 3:14 AM
66	Statistics	Jan 29, 2014 2:45 AM
67	Sociology	Jan 29, 2014 2:22 AM
68	Law	Jan 29, 2014 1:32 AM
69	Political Science & French	Jan 28, 2014 11:26 PM
70	MS in Technical Communication	Jan 28, 2014 10:23 PM
71	History	Jan 28, 2014 10:14 PM
72	Instructional Systems Design, Interactive Media	Jan 28, 2014 10:14 PM
73	physical sciences, basic research	Jan 28, 2014 9:54 PM
74	music	Jan 28, 2014 8:38 PM
75	Philosophy	Jan 28, 2014 8:20 PM
76	Anthropology	Jan 28, 2014 8:09 PM
77	Public Relations and (unrelated) Exercise Science	Jan 28, 2014 8:00 PM
78	Science: biology, chemistry	Jan 28, 2014 7:38 PM
79	Agriculture	Jan 28, 2014 7:17 PM
80	History	Jan 28, 2014 6:58 PM
81	Chemical Engineer	Jan 28, 2014 6:36 PM

Page 6, Q5. What is your educational background? (Choose all that apply)

82	Creative Writing	Jan 28, 2014 6:32 PM
83	Science (chemistry) and culinary	Jan 28, 2014 5:26 PM
84	Creative Writing	Jan 28, 2014 5:20 PM
85	public relations, media relations	Jan 28, 2014 5:16 PM
86	International Development	Jan 28, 2014 5:03 PM
87	Advertising	Jan 28, 2014 5:00 PM
88	Bachelor of Science, Adv Diploma Professional Screenwriting	Jan 28, 2014 4:52 PM
89	Sociology	Jan 28, 2014 4:40 PM
90	Political Science	Jan 28, 2014 4:14 PM
91	Cultural Studies	Jan 28, 2014 4:05 PM
92	History, Law (Major-minor)	Jan 28, 2014 3:59 PM
93	Social science	Jan 28, 2014 3:40 PM
94	Drama and Media Studies	Jan 28, 2014 3:30 PM
95	Art & Language	Jan 28, 2014 3:30 PM
96	Theater directing /film editing/interactive communications	Jan 28, 2014 3:17 PM
97	Theology, liberal arts	Jan 28, 2014 3:06 PM
98	history	Jan 28, 2014 3:03 PM
99	History	Jan 28, 2014 3:00 PM
100	Arts, BA - experience is journalism and PR	Jan 28, 2014 2:57 PM
101	media, design	Jan 28, 2014 2:55 PM
102	psychology	Jan 28, 2014 2:51 PM
103	Economics	Jan 28, 2014 2:48 PM
104	Mass Media: Public Relations	Jan 28, 2014 2:46 PM
105	Public Relations	Jan 28, 2014 2:42 PM
106	Design/advertising	Jan 28, 2014 2:41 PM
107	Music!	Jan 28, 2014 2:38 PM
108	civil engineering, economics	Jan 28, 2014 2:24 PM

Page 6, Q5. What is your educational background? (Choose all that apply)

109	Creative Writing, Sociology, Political Science	Jan 28, 2014 2:24 PM
110	Instructional Design, e-Learning Development	Jan 28, 2014 2:22 PM
111	Philosophy	Jan 28, 2014 2:16 PM
112	non-relevant questions here	Jan 28, 2014 2:12 PM
113	Law	Jan 28, 2014 2:06 PM
114	Theater	Jan 28, 2014 2:05 PM
115	Technology, Media & Entertainment	Jan 28, 2014 2:05 PM
116	History	Jan 28, 2014 2:03 PM
117	Theater	Jan 28, 2014 2:01 PM
118	medical and healthcare	Jan 28, 2014 1:33 PM
119	International history and politics	Jan 28, 2014 1:17 PM
120	Philosophy	Jan 28, 2014 1:06 PM
121	Hotel Management	Jan 28, 2014 12:59 PM
122	Writing	Jan 28, 2014 12:57 PM
123	Behavioral psychology	Jan 28, 2014 12:56 PM
124	Humanities/Writing/PR	Jan 28, 2014 12:55 PM
125	I've learned a lot over time, so my college days have little to do with what I do now. Also I lied about my age. Not anyone's business! :)	Jan 28, 2014 12:41 PM
126	History	Jan 28, 2014 12:32 PM
127	History	Jan 28, 2014 12:31 PM
128	web design	Jan 28, 2014 12:21 PM
129	Theater Arts	Jan 28, 2014 12:16 PM
130	Literature (not just English)	Jan 28, 2014 12:16 PM
131	psychology	Jan 28, 2014 12:12 PM
132	Psychology	Jan 28, 2014 12:08 PM
133	Design Strategy/UX	Jan 28, 2014 12:03 PM
134	Law	Jan 28, 2014 12:01 PM
135	Russian Studies	Jan 28, 2014 11:50 AM

Page 6, Q5. What is your educational background? (Choose all that apply)

136	Instructional Design	Jan 28, 2014 11:48 AM
137	Biology/Psychology	Jan 28, 2014 11:48 AM
138	Languages	Jan 28, 2014 11:39 AM
139	Multimedia	Jan 28, 2014 11:39 AM
140	BSEE, MBA	Jan 28, 2014 11:33 AM
141	Humanities - History/Electrical Engineering	Jan 28, 2014 11:30 AM
142	Anthropology	Jan 28, 2014 11:29 AM
143	Film & Television writing	Jan 28, 2014 11:28 AM
144	French	Jan 28, 2014 11:22 AM
145	Humanities	Jan 28, 2014 11:18 AM
146	History	Jan 28, 2014 11:15 AM
147	social sciences	Jan 28, 2014 11:02 AM
148	communication technologies, and audiovisual media	Jan 28, 2014 10:58 AM
149	filmmaking	Jan 28, 2014 10:56 AM
150	Philology and Cultural anthropology	Jan 28, 2014 10:56 AM
151	European politics and languages	Jan 28, 2014 10:53 AM
152	Psychology and cultural anthropology	Jan 28, 2014 10:50 AM
153	anthropology	Jan 28, 2014 10:48 AM
154	comparative literature	Jan 28, 2014 10:48 AM
155	Philosophy	Jan 28, 2014 10:48 AM
156	Technical Communication and Information Design	Jan 28, 2014 10:48 AM
157	History	Jan 28, 2014 10:45 AM
158	Media and sociology	Jan 28, 2014 10:45 AM
159	Other	Jan 28, 2014 10:44 AM
160	Anthropology and Photography	Jan 28, 2014 10:41 AM
161	Government	Jan 28, 2014 10:40 AM
162	Political Science	Jan 28, 2014 10:40 AM

Page 6, Q5. What is your educational background? (Choose all that apply)

163	Literature & MFA in Creative Writing	Jan 28, 2014 10:34 AM
164	theatre and film	Jan 28, 2014 10:30 AM
165	Creative Writing	Jan 28, 2014 10:25 AM
166	Marketing Research/Public Relations	Jan 28, 2014 10:24 AM
167	French Linguistics	Jan 28, 2014 10:24 AM
168	Russian/languages	Jan 28, 2014 10:20 AM
169	Educational Leadership	Jan 28, 2014 10:19 AM
170	Art History	Jan 28, 2014 10:18 AM
171	Economics	Jan 28, 2014 10:18 AM
172	French linguistics and literature	Jan 28, 2014 10:15 AM
173	Paid & natural search, digital marketing	Jan 28, 2014 10:14 AM
174	History of Art	Jan 28, 2014 10:12 AM
175	Agriculture	Jan 28, 2014 10:10 AM
176	Communication theory, not telecommunications	Jan 28, 2014 10:07 AM
177	Law	Jan 28, 2014 10:06 AM
178	psci	Jan 28, 2014 10:05 AM
179	Poli Sci	Jan 28, 2014 10:04 AM
180	art	Jan 28, 2014 10:03 AM
181	Design	Jan 28, 2014 10:02 AM
182	None of the above	Jan 28, 2014 10:02 AM
183	Electronics technologies, computer programming and operations	Jan 28, 2014 10:01 AM
184	Photography and Publishing	Jan 28, 2014 10:01 AM
185	Advertising	Jan 28, 2014 10:00 AM
186	Industrial Design; Communication Planning & Information Design	Jan 28, 2014 9:59 AM
187	Masters in Administration	Jan 28, 2014 9:58 AM
188	started in journalism, switched to BA in Letters. Work experience includes some marketing and graphic design.	Jan 28, 2014 9:55 AM
189	Psychology	Jan 28, 2014 9:55 AM

Page 6, Q5. What is your educational background? (Choose all that apply)

190	Health Sciences	Jan 28, 2014 9:55 AM
191	art history	Jan 28, 2014 9:55 AM
192	Political Science	Jan 28, 2014 9:54 AM
193	Editorial	Jan 28, 2014 9:54 AM
194	Art and Web Design	Jan 28, 2014 9:54 AM
195	Communication Design	Jan 28, 2014 9:53 AM
196	MA History, MPP (Environmental Policy).	Jan 28, 2014 9:52 AM
197	Science	Jan 28, 2014 9:52 AM
198	BA is in Visual Storytelling, a hybrid Art/Comm major.	Jan 28, 2014 9:52 AM
199	Economics	Jan 28, 2014 9:51 AM
200	Anthropology	Jan 28, 2014 9:51 AM
201	Digital media, user experience, digital video, graphic design, usability	Jan 28, 2014 9:51 AM
202	Public relations	Jan 28, 2014 9:50 AM
203	Science	Jan 28, 2014 9:48 AM
204	environmental studies, horticulture	Jan 28, 2014 9:48 AM
205	Interior Design	Jan 28, 2014 9:48 AM
206	Physics	Jan 28, 2014 9:47 AM
207	Social Sciences	Jan 28, 2014 9:47 AM
208	BA - History, MSc Economics	Jan 28, 2014 9:47 AM
209	Ancient Civilizations	Jan 28, 2014 9:47 AM
210	Bilologist	Jan 28, 2014 9:46 AM
211	publishing	Jan 28, 2014 9:45 AM
212	Modern languages (French and Spanish)	Jan 28, 2014 9:45 AM
213	Political Economy	Jan 28, 2014 9:44 AM
214	Theatre and music education. Hasn't stopped me from writing six well-selling books though. Lol!	Jan 28, 2014 9:43 AM
215	Sociology major in undergrad. J.D. from law school.	Jan 28, 2014 9:42 AM
216	microbiology, curriculum and instruction	Jan 28, 2014 9:40 AM

Page 6, Q5. What is your educational background? (Choose all that apply)

217	Organizational Leadership	Jan 28, 2014 9:39 AM
218	International Studies	Jan 28, 2014 9:39 AM
219	Economics	Jan 28, 2014 9:39 AM
220	Art and design	Jan 28, 2014 9:39 AM
221	Politics/Public Policy	Jan 28, 2014 9:39 AM
222	Industrial Engineer	Jan 28, 2014 9:37 AM
223	Cultural Theory/Comparative Lit	Jan 28, 2014 9:37 AM
224	Geography	Jan 28, 2014 9:37 AM
225	film & video	Jan 28, 2014 9:37 AM
226	Math, Physics	Jan 28, 2014 9:36 AM
227	Content editing	Jan 28, 2014 9:35 AM
228	Mechanical engineering	Jan 28, 2014 9:35 AM
229	Computer Graphics Technology	Jan 28, 2014 9:33 AM
230	Sociology/psychology	Jan 28, 2014 9:33 AM
231	Economics	Jan 28, 2014 9:33 AM
232	Film and Television	Jan 28, 2014 9:33 AM
233	Graphic Design	Jan 28, 2014 9:33 AM
234	Psychology	Jan 28, 2014 9:32 AM
235	Japanese	Jan 28, 2014 9:32 AM
236	Creative Writing	Jan 28, 2014 9:31 AM
237	I've only ever worked in content.	Jan 28, 2014 9:31 AM
238	Graphic Design	Jan 28, 2014 9:31 AM
239	economics and anthropology	Jan 28, 2014 9:31 AM
240	Graphic Design	Jan 28, 2014 9:31 AM
241	Political science	Jan 28, 2014 9:30 AM
242	Philosophy	Jan 28, 2014 9:30 AM
243	liberal arts	Jan 28, 2014 9:29 AM

Page 6, Q5. What is your educational background? (Choose all that apply)

244	Fine Arts	Jan 28, 2014 9:29 AM
245	psych	Jan 28, 2014 9:28 AM
246	none	Jan 28, 2014 9:08 AM
247	Political science	Jan 28, 2014 5:11 AM
248	History and Education	Jan 28, 2014 12:23 AM
249	international affairs	Jan 27, 2014 9:02 PM
250	Political Science/Public Administration	Jan 27, 2014 12:47 AM
251	Comparative Religion; Genocide and War Crimes	Jan 26, 2014 10:35 PM
252	Science	Jan 24, 2014 1:09 PM
253	Art & Technology	Jan 24, 2014 7:51 AM
254	Art History	Jan 22, 2014 7:45 AM
255	Social Welfare	Jan 21, 2014 2:04 PM
256	MFA in Fiction	Jan 21, 2014 11:22 AM
257	Science and creative writing	Jan 20, 2014 4:42 PM
258	History	Jan 20, 2014 3:58 PM
259	Management Information Systems	Jan 20, 2014 3:22 PM
260	Liberal Arts	Jan 20, 2014 12:31 PM
261	Information science	Jan 19, 2014 6:24 PM
262	Multimedia	Jan 18, 2014 4:13 PM
263	International studies	Jan 18, 2014 6:37 AM
264	Biology	Jan 16, 2014 1:55 PM
265	Science/Social Science	Jan 16, 2014 12:00 PM
266	Philosophy	Jan 16, 2014 9:01 AM
267	Philosophy	Jan 16, 2014 8:34 AM
268	Humanities / Linguistics & Ethnic Studies	Jan 16, 2014 8:32 AM
269	Anthropology	Jan 16, 2014 7:07 AM
270	Philosophy	Jan 15, 2014 3:40 PM

Page 6, Q5. What is your educational background? (Choose all that apply)

271	Mathematics	Jan 15, 2014 11:01 AM
272	Environmental Science	Jan 15, 2014 10:49 AM
273	Economic/sociology	Jan 15, 2014 8:56 AM
274	Education	Jan 15, 2014 8:37 AM
275	Finance/Economics	Jan 15, 2014 8:31 AM
276	History	Jan 15, 2014 8:15 AM
277	Tourism	Jan 15, 2014 8:13 AM
278	History (BA) and Master of International Affairs	Jan 15, 2014 7:30 AM
279	Education	Jan 14, 2014 5:06 PM
280	Public Relations	Jan 14, 2014 4:50 PM
281	Anthropology	Jan 14, 2014 10:20 AM
282	Mathematics	Jan 14, 2014 9:48 AM
283	Biology, Chemistry	Jan 14, 2014 8:22 AM
284	Advertising	Jan 14, 2014 8:01 AM
285	Engineering	Jan 14, 2014 7:22 AM
286	Linguistics (theory, translation, languages...)	Jan 14, 2014 6:49 AM
287	biotechnology	Jan 14, 2014 6:00 AM
288	BA in Philosophy	Jan 13, 2014 12:15 PM
289	Dance & Theater	Jan 13, 2014 11:52 AM
290	Liberal Studies	Jan 13, 2014 9:32 AM
291	MS Ed	Jan 13, 2014 9:14 AM
292	Fine Arts/Painting	Jan 13, 2014 7:59 AM
293	Graphic Design moved to interactive	Jan 13, 2014 7:52 AM
294	sociology	Jan 13, 2014 7:45 AM
295	History	Jan 12, 2014 3:25 PM
296	French	Jan 12, 2014 9:43 AM
297	Biochemistry/Biotechnology	Jan 12, 2014 7:37 AM

Page 6, Q5. What is your educational background? (Choose all that apply)

298	History and Social Sciences	Jan 12, 2014 7:17 AM
299	general	Jan 12, 2014 5:39 AM
300	History	Jan 11, 2014 11:15 PM
301	Design, Technology, and Interactive Programming	Jan 11, 2014 11:00 PM
302	Leadership Studies	Jan 11, 2014 7:46 PM
303	Public Relations	Jan 11, 2014 7:22 PM
304	Digital Media	Jan 11, 2014 5:17 PM
305	Professional Writing	Jan 11, 2014 4:05 PM
306	Chemistry	Jan 11, 2014 3:53 PM
307	Foreign languages	Jan 11, 2014 2:34 PM
308	Film and Graphic Design	Jan 11, 2014 1:18 PM
309	media relations	Jan 11, 2014 10:06 AM
310	Translation / transcreation	Jan 11, 2014 6:15 AM
311	linguistics and plain language	Jan 11, 2014 6:10 AM
312	Information management	Jan 10, 2014 10:31 PM
313	Drama and Media Studies	Jan 10, 2014 7:48 PM
314	Project Mangement	Jan 10, 2014 6:32 PM
315	Mathematics, Foreign Language, Secondary Education	Jan 10, 2014 5:02 PM
316	Psychology	Jan 10, 2014 4:59 PM
317	Performance Viola	Jan 10, 2014 3:36 PM
318	Music	Jan 10, 2014 2:17 PM
319	web technologies	Jan 10, 2014 12:50 PM
320	Anthropology/archaeology	Jan 10, 2014 10:40 AM
321	Community Planning	Jan 10, 2014 10:30 AM
322	Mech Eng	Jan 10, 2014 9:40 AM
323	graphic design	Jan 10, 2014 4:44 AM
324	linguistics	Jan 10, 2014 4:31 AM

Page 6, Q5. What is your educational background? (Choose all that apply)

325	AI (so computer science, cog psych, linguistics + some other random stuff ;-)	Jan 10, 2014 3:51 AM
326	Linguistics	Jan 10, 2014 1:43 AM
327	Pre-Law, Communications Design	Jan 9, 2014 8:12 PM
328	Philosophy	Jan 9, 2014 8:00 PM
329	Web development, Music	Jan 9, 2014 6:34 PM
330	Television	Jan 9, 2014 6:10 PM
331	Sales	Jan 9, 2014 5:46 PM
332	Maths	Jan 9, 2014 5:38 PM
333	NA	Jan 9, 2014 4:46 PM
334	Design	Jan 9, 2014 2:39 PM
335	French :-)	Jan 9, 2014 1:25 PM
336	Arts	Jan 9, 2014 1:22 PM
337	Education	Jan 9, 2014 12:04 PM
338	Psychology & Advertising	Jan 9, 2014 11:43 AM
339	Experience of the role in situ	Jan 9, 2014 10:04 AM
340	Health Education	Jan 9, 2014 9:50 AM
341	Fine Arts	Jan 9, 2014 9:20 AM
342	Psychology	Jan 9, 2014 9:02 AM
343	Creative Writing and Women's Studies	Jan 9, 2014 8:34 AM
344	Creative writing	Jan 9, 2014 8:14 AM
345	Art and Design	Jan 9, 2014 7:51 AM
346	self-taught	Jan 9, 2014 7:39 AM
347	Engineering	Jan 9, 2014 7:17 AM
348	Anthropology, Education	Jan 9, 2014 7:08 AM
349	Design	Jan 9, 2014 7:07 AM
350	Multimedia production	Jan 9, 2014 6:57 AM
351	Design and technology, graphic design	Jan 9, 2014 4:38 AM

Page 6, Q5. What is your educational background? (Choose all that apply)

352	teaching	Jan 8, 2014 5:32 PM
353	Art	Jan 8, 2014 4:40 PM
354	Web design	Jan 8, 2014 3:39 PM
355	Education	Jan 8, 2014 3:27 PM
356	Language degrees	Jan 8, 2014 2:47 PM
357	Sociology	Jan 8, 2014 2:13 PM
358	Design / Publication Design	Jan 8, 2014 1:46 PM
359	Theatre	Jan 8, 2014 1:45 PM
360	Publishing	Jan 8, 2014 12:54 PM
361	MA in writing.	Jan 8, 2014 12:37 PM
362	Also have BA in History	Jan 8, 2014 12:25 PM
363	Public Policy, Law	Jan 8, 2014 12:10 PM
364	Economics	Jan 8, 2014 11:18 AM
365	Performing arts and political science	Jan 8, 2014 11:10 AM
366	I am P.H.D. (Poor, Hungry, and Determined to be Rich)	Jan 8, 2014 10:51 AM
367	Philosophy	Jan 8, 2014 10:09 AM

Page 6, Q6. Which of the following best describes your current job level?

1	C-level officer	Feb 1, 2014 9:15 PM
2	Committed solopreneur consultant	Feb 1, 2014 1:41 PM
3	chief content officer	Feb 1, 2014 1:52 AM
4	On hiatus	Feb 1, 2014 12:16 AM
5	Officer	Jan 31, 2014 4:06 PM
6	Consultant/freelance	Jan 31, 2014 12:44 PM
7	Business owner	Jan 31, 2014 12:35 PM
8	I'm not sure what "associate" means in the context of a small business, but perhaps that's it? Just a team member working on client projects.	Jan 31, 2014 12:33 PM
9	Individual contributor	Jan 31, 2014 11:20 AM
10	Consultant	Jan 30, 2014 1:50 PM
11	Senior copywriter	Jan 30, 2014 1:14 PM
12	Independent Consultant	Jan 30, 2014 11:46 AM
13	office employee	Jan 30, 2014 4:03 AM
14	Consultant	Jan 29, 2014 4:52 PM
15	Freelance Content Strategist & Writer	Jan 29, 2014 1:53 PM
16	Senior craftsperson	Jan 29, 2014 11:38 AM
17	Frelance	Jan 29, 2014 9:06 AM
18	Editor	Jan 29, 2014 3:31 AM
19	consultant /executive	Jan 29, 2014 3:07 AM
20	consultant	Jan 29, 2014 2:26 AM
21	Freelancer	Jan 29, 2014 2:22 AM
22	freelance consultant	Jan 28, 2014 9:54 PM
23	Editor	Jan 28, 2014 8:20 PM
24	Senior Manager without management authority (flat company structure)	Jan 28, 2014 6:58 PM
25	Individual contibrutor	Jan 28, 2014 6:12 PM
26	Contractor/consultant	Jan 28, 2014 5:26 PM
27	Consultant	Jan 28, 2014 4:05 PM

Page 6, Q6. Which of the following best describes your current job level?

28	senior freelance copywriter	Jan 28, 2014 3:20 PM
29	Freelance consultant	Jan 28, 2014 3:19 PM
30	Independent consultant	Jan 28, 2014 3:18 PM
31	Consultant	Jan 28, 2014 3:06 PM
32	senior consultant	Jan 28, 2014 2:51 PM
33	Consultant	Jan 28, 2014 2:22 PM
34	hmmm. None of these apply. I'm quite senior, sometimes leading entire UX teams	Jan 28, 2014 2:12 PM
35	Senior technical advisor	Jan 28, 2014 2:01 PM
36	Flat org structure all the way, baby	Jan 28, 2014 1:26 PM
37	Partner	Jan 28, 2014 12:47 PM
38	Consultant	Jan 28, 2014 12:47 PM
39	Lead strategist and consultant	Jan 28, 2014 12:03 PM
40	U	Jan 28, 2014 11:57 AM
41	none	Jan 28, 2014 11:41 AM
42	Independent business consultant	Jan 28, 2014 11:33 AM
43	OWNER of dab, Part Time Associate, Phelps Agency	Jan 28, 2014 11:28 AM
44	individual contributor	Jan 28, 2014 10:56 AM
45	Peon	Jan 28, 2014 10:52 AM
46	Officer	Jan 28, 2014 10:33 AM
47	Employee	Jan 28, 2014 10:24 AM
48	?	Jan 28, 2014 10:15 AM
49	solo brand journalist	Jan 28, 2014 10:15 AM
50	Managing Director of a communications network	Jan 28, 2014 10:15 AM
51	Editor	Jan 28, 2014 10:02 AM
52	Independent contractor	Jan 28, 2014 10:01 AM
53	consultant	Jan 28, 2014 9:55 AM
54	consultant	Jan 28, 2014 9:50 AM

Page 6, Q6. Which of the following best describes your current job level?

55	Not working right now	Jan 28, 2014 9:47 AM
56	Consultant	Jan 28, 2014 9:45 AM
57	R&D Communications	Jan 28, 2014 9:44 AM
58	Chief Brand Officer	Jan 28, 2014 9:44 AM
59	Marketing Strategist	Jan 28, 2014 9:42 AM
60	Freelance	Jan 28, 2014 9:41 AM
61	Content Marketing Consultant (Mid-level)	Jan 28, 2014 9:35 AM
62	Editor	Jan 28, 2014 9:33 AM
63	Contractor	Jan 28, 2014 9:32 AM
64	No hierarchy where I work.	Jan 28, 2014 9:31 AM
65	seeking employment	Jan 28, 2014 9:29 AM
66	Lead / Senior	Jan 27, 2014 10:01 PM
67	Global Director	Jan 26, 2014 10:35 PM
68	solo librarian	Jan 22, 2014 9:46 AM
69	assistant Vice President	Jan 21, 2014 12:42 PM
70	Junior Strategist	Jan 21, 2014 11:36 AM
71	Contractor	Jan 20, 2014 3:22 PM
72	Freelancer	Jan 19, 2014 6:24 PM
73	Analyst	Jan 19, 2014 12:05 PM
74	Worker bee	Jan 18, 2014 4:13 PM
75	consultant (self-employed)	Jan 15, 2014 12:44 PM
76	Contractor/Consultant	Jan 14, 2014 1:10 PM
77	Freelancer without an established business	Jan 14, 2014 6:49 AM
78	consultant	Jan 13, 2014 2:43 PM
79	Freelancer	Jan 11, 2014 5:17 PM
80	freelance	Jan 11, 2014 7:56 AM
81	Analyst	Jan 10, 2014 10:31 PM

Page 6, Q6. Which of the following best describes your current job level?

82	Lead CS	Jan 10, 2014 7:48 PM
83	Consultant	Jan 10, 2014 7:20 PM
84	Digital Content Solutions Architect	Jan 10, 2014 3:36 PM
85	intern	Jan 10, 2014 12:50 PM
86	Individual contributor	Jan 10, 2014 4:46 AM
87	involved in several projects as a freelancer/consultant	Jan 10, 2014 4:31 AM
88	Contract, no reports.	Jan 9, 2014 8:00 PM
89	General flunkie	Jan 9, 2014 6:34 PM
90	COO	Jan 9, 2014 5:46 PM
91	CEO	Jan 9, 2014 10:19 AM
92	New role at the company.	Jan 9, 2014 9:50 AM
93	Specialist	Jan 9, 2014 9:02 AM
94	Technical information specialist/information systems librarian	Jan 9, 2014 8:42 AM
95	Global Head of Content Strategy (= Senior Director in the US)	Jan 9, 2014 8:34 AM
96	consultant	Jan 9, 2014 7:35 AM
97	Consultant	Jan 8, 2014 8:47 PM
98	consultant	Jan 8, 2014 5:32 PM
99	Consultant, self-employed	Jan 8, 2014 2:13 PM
100	Consultant and Freelancer	Jan 8, 2014 12:25 PM

Page 6, Q7. Which job title best describes your current role?

1	Chief Content Officer	Feb 1, 2014 9:15 PM
2	All of the above.	Feb 1, 2014 11:46 AM
3	On hiatus	Feb 1, 2014 12:16 AM
4	Product & service design; strategy	Jan 31, 2014 6:20 PM
5	both content creator/copywriter and web editor	Jan 31, 2014 6:11 PM
6	Digital Managing Editor	Jan 31, 2014 3:59 PM
7	Digital marketing and social media strategist	Jan 31, 2014 12:53 PM
8	Front End Web Developer	Jan 31, 2014 12:41 PM
9	Brand strategist	Jan 31, 2014 12:11 PM
10	Design & Creative Services	Jan 31, 2014 11:42 AM
11	division manager	Jan 31, 2014 11:18 AM
12	I perform several roles.	Jan 30, 2014 5:18 PM
13	Content creator/copywriter & strategist	Jan 30, 2014 1:50 PM
14	Independent Consultant (with 20+ years experience in the field; I do many of these things)	Jan 30, 2014 11:46 AM
15	All the above!	Jan 30, 2014 9:32 AM
16	Project manager	Jan 30, 2014 3:02 AM
17	Information Management Consultant	Jan 29, 2014 9:37 PM
18	Business Development	Jan 29, 2014 9:35 PM
19	SEO specialist	Jan 29, 2014 8:34 PM
20	Discipline lead, Content Strategy & Management (my firm uses both terms in the discipline because they are vastly different and equally valuable skill sets for our clients -- strategy focuses on planning; management on execution)	Jan 29, 2014 5:41 PM
21	Digital communications manager	Jan 29, 2014 4:07 PM
22	Digital Strategist	Jan 29, 2014 3:44 PM
23	Head of UX	Jan 29, 2014 3:31 PM
24	communications & content	Jan 29, 2014 2:25 PM
25	It's a mix of several of these titles.	Jan 29, 2014 1:53 PM
26	Content and UX Strategist	Jan 29, 2014 12:46 PM

Page 6, Q7. Which job title best describes your current role?

27	Consultant	Jan 29, 2014 11:59 AM
28	Associate Director, Web Development and Production	Jan 29, 2014 11:54 AM
29	Director of Content & Production	Jan 29, 2014 11:46 AM
30	I'm in a corporate role with an interest in proliferating these other roles in the organization.	Jan 29, 2014 11:29 AM
31	Message Architect	Jan 29, 2014 9:43 AM
32	Content Marketing Specialist	Jan 29, 2014 9:16 AM
33	Content Director	Jan 29, 2014 9:12 AM
34	Digital strategist, social media concentration	Jan 29, 2014 8:58 AM
35	Digital media professional	Jan 29, 2014 5:35 AM
36	Information specialist	Jan 29, 2014 3:45 AM
37	Social media specialist	Jan 29, 2014 2:59 AM
38	Project manager and communities expert	Jan 29, 2014 2:45 AM
39	content specialist	Jan 29, 2014 2:26 AM
40	Digital producer	Jan 29, 2014 2:22 AM
41	Digital Experience Leader	Jan 28, 2014 11:26 PM
42	Digital Strategist	Jan 28, 2014 10:14 PM
43	officially content strategist/editor	Jan 28, 2014 8:38 PM
44	Senior Interactive Producer	Jan 28, 2014 8:21 PM
45	Ceo	Jan 28, 2014 7:38 PM
46	Senior Product Manager	Jan 28, 2014 7:17 PM
47	librarian	Jan 28, 2014 6:56 PM
48	Enterprise Architect	Jan 28, 2014 6:32 PM
49	Corporate Communications Manager	Jan 28, 2014 6:26 PM
50	Editor in chief	Jan 28, 2014 5:56 PM
51	Digital Strategist	Jan 28, 2014 5:30 PM
52	Account Manager	Jan 28, 2014 5:20 PM
53	more than one above: content strategist, creator, editor, marketer	Jan 28, 2014 5:16 PM

Page 6, Q7. Which job title best describes your current role?

54	Program Manager directing marketing, sales, content	Jan 28, 2014 5:03 PM
55	Strategy & Content Director	Jan 28, 2014 4:52 PM
56	Information Manager	Jan 28, 2014 3:39 PM
57	customer experience	Jan 28, 2014 3:22 PM
58	I handle a variety of "roles:" copywriter/content creator, editor, web editor	Jan 28, 2014 3:20 PM
59	Publishing Director	Jan 28, 2014 3:15 PM
60	web administrator	Jan 28, 2014 3:03 PM
61	Solutions & Integration	Jan 28, 2014 3:00 PM
62	Online Marketing Manager	Jan 28, 2014 2:46 PM
63	Producer	Jan 28, 2014 2:38 PM
64	advertising strategist	Jan 28, 2014 2:37 PM
65	Sr. Technical Writer	Jan 28, 2014 2:34 PM
66	Communications Manager	Jan 28, 2014 2:29 PM
67	program manager	Jan 28, 2014 2:24 PM
68	Taxonomist	Jan 28, 2014 2:17 PM
69	Senior strategist	Jan 28, 2014 2:16 PM
70	Content development and delivery	Jan 28, 2014 2:09 PM
71	Social Media Director	Jan 28, 2014 2:06 PM
72	Web designer/developer	Jan 28, 2014 2:05 PM
73	Content Manager	Jan 28, 2014 2:03 PM
74	Web architect	Jan 28, 2014 2:01 PM
75	Director of SEO & Content Management	Jan 28, 2014 1:59 PM
76	marketing manager	Jan 28, 2014 1:21 PM
77	President of content strategy consultancy	Jan 28, 2014 12:56 PM
78	About half or more of these. I'm a freelance/consultant/business owner.	Jan 28, 2014 12:41 PM
79	CEO	Jan 28, 2014 12:32 PM
80	Sr. Content Strategist and IA	Jan 28, 2014 12:31 PM

Page 6, Q7. Which job title best describes your current role?

81	Editor, but in a startup so I wear many hats	Jan 28, 2014 12:20 PM
82	Co-Director of a small web agency	Jan 28, 2014 12:11 PM
83	Startup founder	Jan 28, 2014 11:55 AM
84	All of these	Jan 28, 2014 11:39 AM
85	IA / UX professional	Jan 28, 2014 11:33 AM
86	website manager	Jan 28, 2014 11:29 AM
87	Creative Services within E-commerce Operations	Jan 28, 2014 11:29 AM
88	Copy + Content Strategy + UX	Jan 28, 2014 11:28 AM
89	Communication Strategist	Jan 28, 2014 11:26 AM
90	web consulting and online marketing	Jan 28, 2014 10:58 AM
91	Product Development, Project Management	Jan 28, 2014 10:56 AM
92	Consultant	Jan 28, 2014 10:55 AM
93	Digital Media Manager	Jan 28, 2014 10:52 AM
94	content consultant	Jan 28, 2014 10:48 AM
95	Lead a digital product and UX team	Jan 28, 2014 10:37 AM
96	Public Relations Director	Jan 28, 2014 10:34 AM
97	Entrepreneur	Jan 28, 2014 10:34 AM
98	mix of many	Jan 28, 2014 10:26 AM
99	i manage writers, editors, strategists and producers	Jan 28, 2014 10:20 AM
100	Community Manager	Jan 28, 2014 10:15 AM
101	Creative director	Jan 28, 2014 10:15 AM
102	Managing Director	Jan 28, 2014 10:15 AM
103	Senior Web Analyst	Jan 28, 2014 10:14 AM
104	Director, International Content	Jan 28, 2014 10:14 AM
105	project manager	Jan 28, 2014 10:12 AM
106	Strategist	Jan 28, 2014 10:10 AM
107	Content strategist AND Content creator	Jan 28, 2014 10:03 AM

Page 6, Q7. Which job title best describes your current role?

108	Creative producer	Jan 28, 2014 10:02 AM
109	Agency Manager	Jan 28, 2014 10:01 AM
110	on line business owner	Jan 28, 2014 10:00 AM
111	Content Director	Jan 28, 2014 9:56 AM
112	UX designer	Jan 28, 2014 9:55 AM
113	product manager	Jan 28, 2014 9:54 AM
114	Digital Strategist	Jan 28, 2014 9:53 AM
115	Fixer of sharepoint problems	Jan 28, 2014 9:52 AM
116	Director of Content Management	Jan 28, 2014 9:51 AM
117	Content Analyst	Jan 28, 2014 9:51 AM
118	Digital Marketing professional (i.e. SEO, social media, content, inbound, UX)	Jan 28, 2014 9:51 AM
119	sales/biz dev	Jan 28, 2014 9:50 AM
120	Manager of Content Development & Strategy	Jan 28, 2014 9:47 AM
121	Senior writer/editor	Jan 28, 2014 9:45 AM
122	Head of Customer Experience	Jan 28, 2014 9:44 AM
123	R&D Communications	Jan 28, 2014 9:44 AM
124	Project Manager	Jan 28, 2014 9:42 AM
125	Consultant	Jan 28, 2014 9:42 AM
126	Web strategist	Jan 28, 2014 9:42 AM
127	Manager of Content and UX	Jan 28, 2014 9:41 AM
128	Project Coordinator	Jan 28, 2014 9:40 AM
129	Consulting Program Development Manager	Jan 28, 2014 9:40 AM
130	Content Specialist	Jan 28, 2014 9:40 AM
131	Senior Digital Content Strategist	Jan 28, 2014 9:39 AM
132	Social Media Manager	Jan 28, 2014 9:39 AM
133	President	Jan 28, 2014 9:39 AM
134	a combo of content manager/developer/editor/web editor	Jan 28, 2014 9:39 AM

Page 6, Q7. Which job title best describes your current role?

135	UX Director	Jan 28, 2014 9:37 AM
136	Product Marketing Manager	Jan 28, 2014 9:35 AM
137	Web Designer	Jan 28, 2014 9:33 AM
138	Digital Lead	Jan 28, 2014 9:33 AM
139	Business Development / Content Strategist	Jan 28, 2014 9:33 AM
140	I wear a lot of hats	Jan 28, 2014 9:32 AM
141	Lead user researcher	Jan 28, 2014 9:32 AM
142	SEO Manager	Jan 28, 2014 9:32 AM
143	Community Manager - social media	Jan 28, 2014 9:31 AM
144	currently a sales exec.	Jan 28, 2014 9:31 AM
145	Consultant	Jan 28, 2014 9:30 AM
146	VP Content	Jan 28, 2014 9:30 AM
147	Director of Strategy	Jan 28, 2014 9:29 AM
148	looking for career opportunity	Jan 28, 2014 9:29 AM
149	SEO Strategist	Jan 28, 2014 9:29 AM
150	Consumer Research Analyst	Jan 28, 2014 9:29 AM
151	business development	Jan 28, 2014 9:08 AM
152	All the above	Jan 28, 2014 12:23 AM
153	Technical Lead	Jan 27, 2014 10:01 PM
154	UX Strategy	Jan 24, 2014 7:51 AM
155	Internet Marketing Specialist	Jan 21, 2014 6:52 AM
156	A mix of almost all of these	Jan 20, 2014 4:42 PM
157	digital strategist	Jan 20, 2014 3:58 PM
158	Social Media & Content Marketing Manager	Jan 20, 2014 6:40 AM
159	PR and media relations	Jan 20, 2014 5:31 AM
160	Web coordinator	Jan 18, 2014 4:13 PM
161	Knowledge Librarian	Jan 18, 2014 6:51 AM

Page 6, Q7. Which job title best describes your current role?

162	Communications Manager	Jan 16, 2014 1:55 PM
163	CEO/content marketing strategist	Jan 16, 2014 9:01 AM
164	Split between content strategist and content manager	Jan 16, 2014 8:34 AM
165	Blend of strategy/ creation / and marketing	Jan 16, 2014 8:32 AM
166	Web Product Manager	Jan 16, 2014 7:33 AM
167	Editorial manager	Jan 15, 2014 5:01 PM
168	User experience and content strategist	Jan 15, 2014 12:44 PM
169	creative director	Jan 15, 2014 11:43 AM
170	Experience Designer	Jan 15, 2014 10:49 AM
171	Editor-in-chief	Jan 15, 2014 8:58 AM
172	UX Director	Jan 14, 2014 5:06 PM
173	Strategy consultant / journalist...several	Jan 14, 2014 7:07 AM
174	Translator and linguist	Jan 14, 2014 6:49 AM
175	Web Services Director	Jan 13, 2014 9:30 AM
176	Business owner	Jan 13, 2014 9:14 AM
177	Freelance project manager and content strategy consultant	Jan 12, 2014 8:22 AM
178	Digital Editorial Director and Strategist	Jan 12, 2014 7:37 AM
179	Consultant	Jan 12, 2014 7:17 AM
180	Looking for job	Jan 11, 2014 11:15 PM
181	Content/Marketing Specialist	Jan 11, 2014 11:00 PM
182	both content creator and content strategist	Jan 11, 2014 5:17 PM
183	Strategist	Jan 11, 2014 1:18 PM
184	plain language expert	Jan 11, 2014 6:10 AM
185	Socials Media Channel Manager	Jan 10, 2014 10:50 PM
186	Web analyst	Jan 10, 2014 10:31 PM
187	communications	Jan 10, 2014 8:47 PM
188	Web strategist/consulting partner	Jan 10, 2014 7:20 PM

Page 6, Q7. Which job title best describes your current role?

189	Web project manager	Jan 10, 2014 4:59 PM
190	Manage communications & content strategy consultancy	Jan 10, 2014 4:25 PM
191	Digital Content Solutions Architect	Jan 10, 2014 3:36 PM
192	In addition to content strategy work, I create web content (blogs, videos, discussions), edit copy, design web aps, QA web aps,, collaborate across teams to create functional specs for business processes that reside ont he web	Jan 10, 2014 11:57 AM
193	Customer Operations Manager, Knowledge Strategy	Jan 10, 2014 10:40 AM
194	Digital strategist	Jan 10, 2014 8:23 AM
195	We don't have job titles as policy. We find them limiting.	Jan 10, 2014 3:51 AM
196	Web projects coordinator	Jan 9, 2014 6:34 PM
197	content management consultant	Jan 9, 2014 5:38 PM
198	Project Manager	Jan 9, 2014 4:46 PM
199	I do it all! IA to dev to deployment/training.	Jan 9, 2014 2:39 PM
200	Ecommerce Manager	Jan 9, 2014 1:22 PM
201	currently unemployed, but previously - content manager	Jan 9, 2014 11:57 AM
202	Technical Producer / Content	Jan 9, 2014 11:43 AM
203	CEO	Jan 9, 2014 10:19 AM
204	Publisher	Jan 9, 2014 10:04 AM
205	I fill several different roles!	Jan 9, 2014 9:50 AM
206	Communications consultant	Jan 9, 2014 9:15 AM
207	Digital and Social Media Manager	Jan 9, 2014 7:51 AM
208	web content management	Jan 9, 2014 7:39 AM
209	My current role completely includes first 8 choices.	Jan 9, 2014 7:17 AM
210	Digital Strategist	Jan 9, 2014 7:07 AM
211	Community Manager	Jan 9, 2014 4:38 AM
212	project manager	Jan 8, 2014 5:47 PM
213	VP Contenet	Jan 8, 2014 4:40 PM
214	IA/Content Strategist.	Jan 8, 2014 3:27 PM

Page 6, Q7. Which job title best describes your current role?

215	Public relations and outreach	Jan 8, 2014 1:50 PM
216	creative director	Jan 8, 2014 1:46 PM
217	head	Jan 8, 2014 1:44 PM
218	Content Strategy Discipline Lead	Jan 8, 2014 1:09 PM
219	Digital Strategist	Jan 8, 2014 11:15 AM
220	Project Manager at ISITE and Managing Editor of CMS Myth	Jan 8, 2014 10:51 AM

Page 6, Q8. How did you find this job/current role?

1	On hiatus	Feb 1, 2014 12:16 AM
2	Transitioned into it from project management after getting my masters degree	Jan 31, 2014 12:33 PM
3	Campus Recruiting	Jan 31, 2014 8:37 AM
4	Approached	Jan 31, 2014 4:06 AM
5	It just happend!	Jan 31, 2014 2:34 AM
6	Was hired back by a former boss	Jan 30, 2014 1:56 PM
7	agency cold calling in person, follow up on social media	Jan 30, 2014 1:14 PM
8	Headhunted	Jan 30, 2014 4:10 AM
9	Chicago Content Strategy Meetup	Jan 29, 2014 10:52 PM
10	Company recruiter	Jan 29, 2014 7:44 PM
11	LinkedIn	Jan 29, 2014 7:05 PM
12	Came up through the agency world, first had the title "Content Strategist" in 1999 at iXL (now Razorfish)	Jan 29, 2014 5:41 PM
13	It was created for me.	Jan 29, 2014 11:29 AM
14	Back then, it was called the NY Times Classifieds	Jan 29, 2014 9:28 AM
15	by evolution	Jan 29, 2014 9:06 AM
16	aqui-hired, after running my own business	Jan 29, 2014 8:58 AM
17	Made the case for it after working there several years	Jan 29, 2014 6:11 AM
18	I'm constantly evolving and growing in what I do and regularly change my job title to match more or less what I do	Jan 29, 2014 2:22 AM
19	was recruited	Jan 28, 2014 8:38 PM
20	Promoted from FOH to start content initiative	Jan 28, 2014 7:18 PM
21	Newspaper	Jan 28, 2014 6:26 PM
22	Advocated for and created a content strategist position within my organization, then moved from a marketing role to this role.	Jan 28, 2014 5:26 PM
23	Through friends/activities	Jan 28, 2014 3:20 PM
24	Grew into it	Jan 28, 2014 3:06 PM
25	Google search	Jan 28, 2014 2:59 PM
26	I grew into it.	Jan 28, 2014 2:33 PM

Page 6, Q8. How did you find this job/current role?

27	Recruited by company	Jan 28, 2014 2:22 PM
28	Internal hire within my existing agency	Jan 28, 2014 1:26 PM
29	It's a natural offshoot from my main role.	Jan 28, 2014 1:19 PM
30	Evolved from web editor	Jan 28, 2014 1:06 PM
31	Promotion	Jan 28, 2014 12:53 PM
32	Was able to evolve a web manager job into a director of staff of three, and focused my own position on content strategy -- flow, editorial process, monitoring/measuring, social planning	Jan 28, 2014 12:47 PM
33	Through previous roles within my company.	Jan 28, 2014 11:48 AM
34	Merged my CS business with larger (web dev) agency	Jan 28, 2014 11:44 AM
35	Worked with Creative Director at my agency to create/establish and define	Jan 28, 2014 11:35 AM
36	I created it at my organization	Jan 28, 2014 11:21 AM
37	Saw the need and suggested the position be created at company.	Jan 28, 2014 11:21 AM
38	niche job board - journalismjobs.com	Jan 28, 2014 11:16 AM
39	Grew role from existing job	Jan 28, 2014 11:15 AM
40	Passed a recruitment exam and was contacted	Jan 28, 2014 10:53 AM
41	Was doing another role in same organization when this opening came up	Jan 28, 2014 10:45 AM
42	Company contacted me via LinkedIn	Jan 28, 2014 10:36 AM
43	Interned at the company, and started working there right out of college	Jan 28, 2014 10:24 AM
44	I created it at my current company	Jan 28, 2014 10:18 AM
45	Newspaper then promoted internally	Jan 28, 2014 10:18 AM
46	in company	Jan 28, 2014 10:16 AM
47	Headhunted	Jan 28, 2014 10:15 AM
48	in house recruiter, networking	Jan 28, 2014 10:04 AM
49	It evolved as part of my job at the agency (director of creative strategy & copywriter)	Jan 28, 2014 10:03 AM
50	This is just a fraction of my job, and it evolved because of my interest	Jan 28, 2014 10:01 AM
51	Startup Networking	Jan 28, 2014 9:55 AM
52	Created the job within my company	Jan 28, 2014 9:53 AM

Page 6, Q8. How did you find this job/current role?

53	Worked my way into it from being a print editor	Jan 28, 2014 9:52 AM
54	Government internal jobs board	Jan 28, 2014 9:51 AM
55	Interned here. Got the internship through a private college job board (alumni connection).	Jan 28, 2014 9:47 AM
56	Referred to by another senior in the organization	Jan 28, 2014 9:47 AM
57	an old-fashioned ad in the *Washington Post*, of all things!	Jan 28, 2014 9:45 AM
58	was recruited by agency	Jan 28, 2014 9:45 AM
59	created the role	Jan 28, 2014 9:44 AM
60	Have had this business 20 years	Jan 28, 2014 9:42 AM
61	Lateral move within my agency	Jan 28, 2014 9:37 AM
62	Evolution of my existing job	Jan 28, 2014 9:37 AM
63	promoted from within	Jan 28, 2014 9:36 AM
64	contacted by staffing agency after layoff	Jan 28, 2014 9:35 AM
65	Asked to become by management.	Jan 28, 2014 9:35 AM
66	Lateral move from Technical Writer to Content Editor to promotion to Digital Content Manager	Jan 28, 2014 9:33 AM
67	Contract job on cl	Jan 28, 2014 9:32 AM
68	Direct contact from the company	Jan 28, 2014 9:32 AM
69	looking for career opportunity	Jan 28, 2014 9:29 AM
70	was recruited to come back to Sapient	Jan 26, 2014 10:35 PM
71	I was asked to take it in	Jan 24, 2014 1:09 PM
72	Worked up from internship.	Jan 22, 2014 7:45 AM
73	Created it myself within my agency	Jan 22, 2014 1:43 AM
74	was created at my current company	Jan 21, 2014 12:42 PM
75	Contractor to employee	Jan 20, 2014 4:35 PM
76	This job is the evolution of many of my previous roles.	Jan 16, 2014 10:49 AM
77	created it within a company I was working for	Jan 16, 2014 8:32 AM
78	Moved from marketing team to online comms team and started doing work our department hadn't focused on before.	Jan 15, 2014 2:22 PM

Page 6, Q8. How did you find this job/current role?

79	consultant	Jan 15, 2014 12:44 PM
80	My company found me on, and recruited me through LinkedIn	Jan 15, 2014 8:15 AM
81	Internship program	Jan 15, 2014 8:13 AM
82	Developed the role within the agency I work for	Jan 15, 2014 6:17 AM
83	Promotion from another editorial role.	Jan 14, 2014 8:01 AM
84	Morphed prior roles at same organization	Jan 13, 2014 12:15 PM
85	Moved into the role as our company developed its web presence.	Jan 13, 2014 9:25 AM
86	promotion and evolution	Jan 13, 2014 7:45 AM
87	A recruitment agency VIA LinkedIn	Jan 11, 2014 7:46 PM
88	Recruited to current role	Jan 11, 2014 5:48 PM
89	Local meetup group	Jan 11, 2014 12:08 PM
90	Worked my way up from technical writing, sales & product management	Jan 11, 2014 10:15 AM
91	Developed at employer	Jan 11, 2014 9:08 AM
92	Recruited by my former manager	Jan 11, 2014 9:07 AM
93	ad on the agency's web site	Jan 11, 2014 6:10 AM
94	Socialized need for the role and lobbied for it	Jan 10, 2014 5:02 PM
95	Hired directly out of university after co-op program	Jan 10, 2014 2:25 PM
96	N/a	Jan 10, 2014 2:34 AM
97	Hired many years ago after year of independent contract work in marketing/design	Jan 9, 2014 8:12 PM
98	CEO	Jan 9, 2014 10:19 AM
99	Company website	Jan 9, 2014 9:50 AM
100	When our organization initiated a content strategy/management initiative in 2009, I was asked to lead the group. I did not know anything about content strategy/management. All learning has been self-taught.	Jan 9, 2014 7:00 AM
101	Internal promotion	Jan 9, 2014 6:57 AM
102	Recruited by agency (may be same as up above, but I wasn't looking)	Jan 8, 2014 4:40 PM
103	Existing relationship	Jan 8, 2014 3:27 PM
104	Applied for a job doing content migration, turned it into a content strategy job	Jan 8, 2014 1:16 PM

Page 6, Q8. How did you find this job/current role?

105	They reached out to me!	Jan 8, 2014 1:09 PM
106	I made it up around 2005 - the title, that is.	Jan 8, 2014 11:10 AM

Page 6, Q9. Do you currently belong to any of the following online networking groups? (Choose all that apply)

1	PDX Content Strategy meetup. Have not gone yet.	Feb 1, 2014 1:52 AM
2	I haven't joined them because there's no marker of quality	Jan 31, 2014 5:39 PM
3	Content Marketing Institute	Jan 31, 2014 12:35 PM
4	Local CS Meetup	Jan 31, 2014 11:29 AM
5	local CS meetup group	Jan 31, 2014 11:18 AM
6	London CS meetup	Jan 31, 2014 11:17 AM
7	https://plus.google.com/u/0/communities/109794279885354791919	Jan 31, 2014 2:34 AM
8	Content Strategy Meetup Group	Jan 30, 2014 1:56 PM
9	Philly Content Strategy Meetup	Jan 30, 2014 1:50 PM
10	Vancouver MeetUp (when I'm occasionally there)	Jan 30, 2014 1:14 PM
11	Chicago Content Strategists Meetup	Jan 30, 2014 11:46 AM
12	lots of media and marcom groups too many to list	Jan 30, 2014 10:26 AM
13	London Agile Content Meetup	Jan 30, 2014 9:32 AM
14	Facebook Group	Jan 30, 2014 4:10 AM
15	Content Strategy Meetup	Jan 29, 2014 11:00 PM
16	Chicago Content Strategy Meetup, ADMCi.org	Jan 29, 2014 10:52 PM
17	many and various	Jan 29, 2014 9:37 PM
18	meetups for content/inbound marketing	Jan 29, 2014 8:34 PM
19	Content Strategy Atlanta meetup	Jan 29, 2014 7:44 PM
20	Content Strategy Group on Google+	Jan 29, 2014 7:36 PM
21	Chicago Content Strategists (Hilary's Meet Up group)	Jan 29, 2014 5:41 PM
22	Vancouver CSIIA meetup	Jan 29, 2014 3:54 PM
23	local Content Strategy meetup	Jan 29, 2014 2:13 PM
24	Toronto CS Meetup	Jan 29, 2014 12:46 PM
25	Local Content Strategy meetup, Higher-ed related content strategy groups	Jan 29, 2014 11:25 AM
26	Facebook	Jan 29, 2014 10:38 AM
27	Toronto CS Meetup	Jan 29, 2014 10:00 AM

Page 6, Q9. Do you currently belong to any of the following online networking groups? (Choose all that apply)

28	Co-founder of RVA Content Strategy	Jan 29, 2014 9:43 AM
29	Content marketing institute	Jan 29, 2014 6:11 AM
30	CM Pros, AIIM, eGovernment, TIMAF, IAInstitute	Jan 29, 2014 3:45 AM
31	IABC, Social Media Club	Jan 28, 2014 10:49 PM
32	Content Strategy G+ Community	Jan 28, 2014 10:14 PM
33	CS, UX/IA, Semantic Web Interest Group Meet-Ups	Jan 28, 2014 9:54 PM
34	Content strategy meetup London	Jan 28, 2014 5:48 PM
35	Several LinkedIn Groups	Jan 28, 2014 5:33 PM
36	MeetUp and STC	Jan 28, 2014 5:20 PM
37	meetup.com/ content strategy meetups	Jan 28, 2014 4:00 PM
38	BathCSMeetup founder	Jan 28, 2014 3:40 PM
39	CS-NYC	Jan 28, 2014 3:30 PM
40	Content Strategy meetups - London & now SF	Jan 28, 2014 3:19 PM
41	IxDA	Jan 28, 2014 3:17 PM
42	Content strategy meetup co-organizer	Jan 28, 2014 3:01 PM
43	Content Strategy Facebook group	Jan 28, 2014 2:24 PM
44	Seattle IA/UX	Jan 28, 2014 2:17 PM
45	Seattle CS Meetup	Jan 28, 2014 2:16 PM
46	Content Strategy Meetup	Jan 28, 2014 2:01 PM
47	Google+ group, "Content Strategists" group on Facebook	Jan 28, 2014 1:52 PM
48	STC, ASTD, NWU	Jan 28, 2014 1:33 PM
49	Toronto Content Strategy Meetup	Jan 28, 2014 12:47 PM
50	Content Strategy: DC	Jan 28, 2014 12:46 PM
51	LinkedIn seems to be about saying, "Hey, look, future employers! I thought of smart questions and answers! I ignore it now. Seems manipulative.	Jan 28, 2014 12:41 PM
52	Digital Marketing, Online Video Publishers, Online Media Marketing,	Jan 28, 2014 12:32 PM
53	DC Web Content Strategy Meetup	Jan 28, 2014 11:57 AM
54	local CS Meetups	Jan 28, 2014 11:48 AM

Page 6, Q9. Do you currently belong to any of the following online networking groups? (Choose all that apply)

55	Austin Content Meetup (Organizer)	Jan 28, 2014 11:44 AM
56	in several online publishing and communications groups	Jan 28, 2014 11:16 AM
57	follow content marketing institute	Jan 28, 2014 11:13 AM
58	CS London meet up group	Jan 28, 2014 11:12 AM
59	local content strategy group via Meetup	Jan 28, 2014 10:50 AM
60	Content Strategy meetup	Jan 28, 2014 10:43 AM
61	London content strategy meet up	Jan 28, 2014 10:41 AM
62	Chicago CS meetup group	Jan 28, 2014 10:37 AM
63	American Marketing Association	Jan 28, 2014 10:24 AM
64	Chicago Content Strategy Meetup	Jan 28, 2014 10:18 AM
65	Bath CS Meetup	Jan 28, 2014 10:18 AM
66	Publishing, professional writers and communicators, transmedia, filmmaking,	Jan 28, 2014 10:15 AM
67	London content strategy meet up	Jan 28, 2014 10:11 AM
68	IA Summit, Content Strategy Meetup, Tech Meetup, IxDA, Digital Dumbo, etc.	Jan 28, 2014 10:04 AM
69	BathCSmeetup	Jan 28, 2014 10:02 AM
70	product management	Jan 28, 2014 9:54 AM
71	Web Editors LinkedIn group, Social Media Marketing LinkedIn group	Jan 28, 2014 9:54 AM
72	other LinkedIn groups	Jan 28, 2014 9:52 AM
73	Chicago content strategists, IXDA Chicago	Jan 28, 2014 9:52 AM
74	IA, UX	Jan 28, 2014 9:51 AM
75	Content Strategy Meetup	Jan 28, 2014 9:47 AM
76	content strategy NY meetup	Jan 28, 2014 9:45 AM
77	Content Strategy Meet Up group	Jan 28, 2014 9:41 AM
78	IxDA, IAI, ASIS&T	Jan 28, 2014 9:37 AM
79	CSLondon	Jan 28, 2014 9:37 AM
80	London Agile CS meetup. Brighton CS meetup	Jan 28, 2014 9:31 AM
81	CS Meetup in NYC	Jan 27, 2014 9:00 PM

Page 6, Q9. Do you currently belong to any of the following online networking groups? (Choose all that apply)

82	Content Strategy Meetup	Jan 27, 2014 2:48 PM
83	New Enlgand CS Meetup	Jan 26, 2014 10:35 PM
84	Hudson Valley Digital	Jan 21, 2014 11:22 AM
85	CS Philadelphia, PhillyCHI	Jan 20, 2014 4:42 PM
86	CS Meetup Group	Jan 16, 2014 4:47 PM
87	I belong to so many groups I'm not sure	Jan 16, 2014 8:32 AM
88	Content Strategy Google Plus Group	Jan 15, 2014 5:01 PM
89	Information Architecture Institute	Jan 15, 2014 3:40 PM
90	Several LinkedIn groups, for example Higher Ed Web	Jan 15, 2014 11:43 AM
91	Web Editors LinkedIn group	Jan 15, 2014 8:37 AM
92	SF Content Strategy Meetup	Jan 14, 2014 4:44 PM
93	METal	Jan 14, 2014 11:21 AM
94	CS Barcelona Meetup	Jan 14, 2014 6:49 AM
95	Seattle CS meetup	Jan 13, 2014 12:57 AM
96	London Content Strategy Meetup (aka "London Agile Content Meetup")	Jan 12, 2014 8:22 AM
97	CS Meet-up Rhein Main	Jan 12, 2014 7:17 AM
98	Chicago Content Strategists Meetup group	Jan 11, 2014 5:58 PM
99	pr on linked in	Jan 11, 2014 5:30 PM
100	content strategy meetup	Jan 11, 2014 12:38 PM
101	Local CS and content marketing meetups	Jan 11, 2014 12:08 PM
102	DC Content Strategy Meetup	Jan 11, 2014 9:07 AM
103	Am about to drop the Content Strategy Linkedin group because it is limited to digital media	Jan 11, 2014 8:05 AM
104	plain language advocates	Jan 11, 2014 6:10 AM
105	Content strategy meetup (organizer)	Jan 10, 2014 10:31 PM
106	Founder of CS-NYC	Jan 10, 2014 7:48 PM
107	NYC CS meetup group	Jan 10, 2014 7:20 PM
108	Chicago	Jan 10, 2014 7:20 PM

Page 6, Q9. Do you currently belong to any of the following online networking groups? (Choose all that apply)

109	Meetups in MSP, Meet Content	Jan 10, 2014 6:25 PM
110	London CS meetup	Jan 10, 2014 9:40 AM
111	Google+ - Content Marketing; Content Marketing Institute	Jan 9, 2014 8:12 PM
112	Techwr-L	Jan 9, 2014 6:34 PM
113	Organizer for Nashville Content Strategy Meetup	Jan 9, 2014 6:10 PM
114	CS Facebook group	Jan 9, 2014 3:02 PM
115	CS Vancouver, VanUE, VanCX, London Agile Content Meetup, Chief Content Officer, CMS Connected, CM Pros, ePub3, IEEEPCS, IAI, TIMAF, Value Mgmt, STC SS SIG	Jan 9, 2014 8:34 AM
116	content strategy meetups	Jan 9, 2014 7:39 AM
117	London Content Strategy meetup	Jan 9, 2014 6:57 AM
118	Content Strategy Seattle Meetup, Seattle IA/UX Meetup	Jan 8, 2014 5:14 PM
119	Online News Association	Jan 8, 2014 4:40 PM
120	Co-chair of my company's CS community	Jan 8, 2014 3:39 PM
121	Content Strategy on Google+	Jan 8, 2014 3:34 PM
122	Local meetup	Jan 8, 2014 3:27 PM
123	Content Strategy/IA meetup in Vancouver	Jan 8, 2014 1:16 PM
124	Content Strategy meetup	Jan 8, 2014 12:39 PM
125	Content Strategy DC Meetup Group, IXDA-DC	Jan 8, 2014 12:12 PM
126	Not sure, don't really keep up on those groups online	Jan 8, 2014 12:10 PM
127	CSDC meetup	Jan 8, 2014 11:18 AM
128	Content Strategy meetup group	Jan 8, 2014 11:13 AM
129	ASIST, and various advertising/journalism groups	Jan 8, 2014 11:10 AM
130	Local Meetup group	Jan 8, 2014 11:09 AM

Page 6, Q11. Which social media platforms do you use? (Select all that apply)

1	Reddit, Flipboard, StumbleUpon	Feb 1, 2014 11:46 AM
2	Pinterest, Path	Jan 31, 2014 11:20 AM
3	Xing	Jan 31, 2014 2:34 AM
4	about.me, tumblr, 8tracks, soundcloud	Jan 30, 2014 1:14 PM
5	Vine	Jan 29, 2014 7:29 PM
6	Quora, Reddit, Medium, occasionally Tumblr for awareness	Jan 29, 2014 5:41 PM
7	note* use social platforms for work	Jan 29, 2014 5:27 PM
8	Vimeo	Jan 29, 2014 11:59 AM
9	Personally or as a company?	Jan 29, 2014 11:29 AM
10	Behance	Jan 29, 2014 10:36 AM
11	SoundCloud, MySpace (I know, right?)	Jan 29, 2014 10:00 AM
12	yes...but let's just stick with the ones above, shall we?	Jan 29, 2014 8:58 AM
13	Quora and Readability	Jan 29, 2014 4:42 AM
14	Tumblr	Jan 29, 2014 3:07 AM
15	Scoop.it, Rebelmouse	Jan 29, 2014 2:45 AM
16	Tumblr.	Jan 28, 2014 11:26 PM
17	Flickr, Foursquare, Foodspotting	Jan 28, 2014 10:14 PM
18	I only actively use linked in	Jan 28, 2014 8:38 PM
19	Vine	Jan 28, 2014 8:33 PM
20	List.ly	Jan 28, 2014 4:46 PM
21	Tumblr	Jan 28, 2014 2:59 PM
22	i use others ... but not for professional work	Jan 28, 2014 2:51 PM
23	I've checked the ones I use for work	Jan 28, 2014 2:12 PM
24	Vkontakte	Jan 28, 2014 1:19 PM
25	Xing	Jan 28, 2014 1:00 PM
26	I intend to increase my participation, though only out of professional necessity. I really have come to dislike everything but twitter. Overload.	Jan 28, 2014 12:41 PM
27	Tumblr	Jan 28, 2014 12:31 PM

Page 6, Q11. Which social media platforms do you use? (Select all that apply)

28	Yammer	Jan 28, 2014 11:22 AM
29	Surprised Tumblr isn't on this list	Jan 28, 2014 11:16 AM
30	xing	Jan 28, 2014 11:07 AM
31	Foursquare, Runkeeper	Jan 28, 2014 10:56 AM
32	personally all, not professionally. i do b2b so pinterest is only personal	Jan 28, 2014 10:26 AM
33	Tumblr	Jan 28, 2014 10:18 AM
34	Architizer	Jan 28, 2014 10:13 AM
35	Vimeo	Jan 28, 2014 10:11 AM
36	Various technical writing forums	Jan 28, 2014 10:01 AM
37	to widely varied degrees. I have 2 twitter and 1 G+ accounts, but almost never log in to any. I use YT only as a consumer, not a poster. On FB more than any other SM platform.	Jan 28, 2014 9:52 AM
38	Storify, Flickr	Jan 28, 2014 9:51 AM
39	Reddit	Jan 28, 2014 9:50 AM
40	Vimeo	Jan 28, 2014 9:44 AM
41	Vine	Jan 28, 2014 9:35 AM
42	Tumblr	Jan 28, 2014 9:33 AM
43	App.net	Jan 28, 2014 9:30 AM
44	tumblr	Jan 24, 2014 7:51 AM
45	Jelly	Jan 20, 2014 6:15 AM
46	Tumblr	Jan 16, 2014 10:49 AM
47	Industry-specific forums	Jan 16, 2014 9:01 AM
48	Half for work, other half for personal/professional networking	Jan 13, 2014 12:57 AM
49	Vimeo, Soundcloud	Jan 12, 2014 7:17 AM
50	Tumblr	Jan 11, 2014 10:07 AM
51	Tumblr	Jan 11, 2014 9:07 AM
52	Getglue, four square,	Jan 10, 2014 10:50 PM
53	Yammer, meetup,	Jan 10, 2014 10:31 PM

Page 6, Q11. Which social media platforms do you use? (Select all that apply)

54	GoodReads	Jan 10, 2014 4:37 PM
55	Yammer	Jan 10, 2014 2:17 PM
56	SyncroCloud	Jan 10, 2014 6:19 AM
57	vk.com	Jan 10, 2014 4:31 AM
58	Vine	Jan 10, 2014 2:43 AM
59	Scoop.it	Jan 9, 2014 8:57 PM
60	Learnist	Jan 9, 2014 8:42 AM
61	Friendfeed	Jan 9, 2014 7:17 AM
62	Storify, blogging platforms, private discussion communities	Jan 8, 2014 9:32 PM
63	Reddit, Tumblr	Jan 8, 2014 3:21 PM
64	Tumblr	Jan 8, 2014 1:50 PM
65	Gageln	Jan 8, 2014 12:40 PM
66	Tumblr	Jan 8, 2014 11:13 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

1	Good question!	Feb 1, 2014 9:15 PM
2	Feed based content technologies & platforms	Feb 1, 2014 6:24 PM
3	Google Glass, watches, postage stamps, amusement park rides -- wherever our content will appear	Feb 1, 2014 5:19 PM
4	Any new tools that (effectively & accurately) automate the content-auditing process. Content Insight seems v. promising, though I haven't used it yet, and am not sure if it can apply to more complex UIs (like for task-based applications, which I work on a lot). Also, any user-testing & analytics tools that can accurately illustrate how people interact with content. (Things like MouseFlow, MixPanel, Optimizely ...)	Feb 1, 2014 1:41 PM
5	The complete integration of entertainment and media technology in the household. Computer, TV, radio, etc., all from one device.	Feb 1, 2014 11:46 AM
6	Tablet/mobile, paywalls	Feb 1, 2014 11:24 AM
7	CCMS that support cross-platform integration for content writers, publishers, and managers, for multi-channel publishing	Feb 1, 2014 11:02 AM
8	Aggregate content and social media measurement	Feb 1, 2014 3:22 AM
9	We are building one. :-)	Feb 1, 2014 1:52 AM
10	The development of a framework for understanding and implementation of content strategy. More good thinking.	Jan 31, 2014 6:20 PM
11	Star Trek holodeck? Minority Report-style screens and facial recognition? I guess I see content getting ever more "personal," and that will require (more) tools/platforms that surface the right content in the right format to the right people at the right time ... and on their devices of choice. Content strategy will continue to be a complex endeavor and will demand flexibility.	Jan 31, 2014 6:11 PM
12	None. Foreseeing that stuff is hard work.	Jan 31, 2014 5:39 PM
13	More apps, of varying types.	Jan 31, 2014 5:25 PM
14	Better CMS not for media outlets, but for marketing and brands that need to be better publishers.	Jan 31, 2014 12:53 PM
15	video, interactive graphics	Jan 31, 2014 12:35 PM
16	Something that better combines analytics (GA, site search, etc) with site auditing to help glean actionable insights that practitioners can use to make informed recommendations on what to do with content.	Jan 31, 2014 12:33 PM
17	Not all tools, but: Improvements to Github or Github-esque platforms focused most heavily on writing and content publication flows; the dissolution of "digital" as a team concept into a recognition that everyone's basic way of publishing is digital; whatever the hell becomes practical wearable technology (no way will it be Glass anywhere near how it is now); consensus that content marketing sucks	Jan 31, 2014 12:05 PM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

	as a viable lead generator; something approaching off-the-shelf API creation; MOOCs as standard professional development tools.	
18	Better CMS technology - supporting structured content and diverse authoring workflows	Jan 31, 2014 11:49 AM
19	Maybe not new, but the constantly growing shift to mobile devices is going to define how we communicate.	Jan 31, 2014 11:42 AM
20	Continued evolution of mobile, Google Glass, content generation tools like Vine, etc that expand the conversation on topics.	Jan 31, 2014 11:29 AM
21	Responsive design-focused platforms/CMS.	Jan 31, 2014 11:20 AM
22	Structured data and markup will change how content is delivered and received, and impact user expectations.	Jan 31, 2014 11:18 AM
23	Smart, connected devices. Wearable tech.	Jan 31, 2014 11:06 AM
24	Oh, if only I had a crystal ball.	Jan 31, 2014 4:06 AM
25	Content-Organisation-Tools	Jan 31, 2014 2:34 AM
26	internet of things - internet connected devices/objects	Jan 30, 2014 9:17 PM
27	more social media/mobile methods of communicating	Jan 30, 2014 5:18 PM
28	unsure	Jan 30, 2014 2:12 PM
29	Greater use of social media, and personal video	Jan 30, 2014 1:56 PM
30	Mobile is already one that needs to be integrated more. And more tools for content management and creation will exist.	Jan 30, 2014 1:50 PM
31	more and better web apps that simplify some of the administrative aspects of content strategy (audits, editorial calendar templates); videos & slide presentations that clearly describe content strategy and various ways of implementing it	Jan 30, 2014 1:14 PM
32	The simplification of digital - making access seamless and immediate wherever, whenever will require content strategists to expand the way we single-source and provide content.	Jan 30, 2014 11:46 AM
33	Short content forms and mobile	Jan 30, 2014 10:31 AM
34	Big Data, NFC, internet of things, automated Marketing and IA software	Jan 30, 2014 10:26 AM
35	Aggregation and curation tools will make the process of finding and managing content relating to a particularly business standard, as well as more efficient internal content management systems. The challenge will be writing standalone content that works regardless of context to power all of these engines :)	Jan 30, 2014 9:45 AM
36	Wish I knew!	Jan 30, 2014 9:32 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

37	The juggernaut of SEO/SEM and increasingly sophisticated analytics.	Jan 30, 2014 5:53 AM
38	quality control	Jan 30, 2014 4:03 AM
39	Platforms where right messages are delivered in the shortest time span (like Twitter).	Jan 30, 2014 1:16 AM
40	The convergence of online and offline marketing	Jan 29, 2014 11:00 PM
41	The dental industry is very fragmented, and generally behind the curve. So... For me, email will continue to be a core component to driving attendance to event and continuing education programs. We will leverage growing participation of prospective clients on Facebook, and to a smaller degree Google+ and LinkedIn. Creating web-based (primarily Google Hangouts OnAir) live and interactive educational programs will become a core focus as our clients are busier and it is becoming more challenging for the field sales team to gain access on a regular basis.	Jan 29, 2014 9:35 PM
42	CMS improvements	Jan 29, 2014 9:07 PM
43	Multichannel and cross media emergence	Jan 29, 2014 8:34 PM
44	Content evaluation such as ContentWrx	Jan 29, 2014 7:44 PM
45	Inventory and auditing tools will improve. Web monitoring and content discovery tools will emerge. Analytics platforms will get better/smarter and more intuitive.	Jan 29, 2014 7:36 PM
46	Behavioral search, google glass, mobile and video.	Jan 29, 2014 7:29 PM
47	Gawd, I hope there's a Web CMS that allows us to do all of this in one place!	Jan 29, 2014 6:41 PM
48	Content analytics (2.0 - really having this catering to the way content marketers think); content capture tools (e.g. using collaborative technology like Google docs / spreadsheets vs. Word / XLS to facilitate multi-disciplinary understanding of our workstreams, as well as custom tools like GatherContent), SEO tools (e.g. Moz, Rio, etc.)	Jan 29, 2014 5:41 PM
49	chute - they have a great system for UGC content	Jan 29, 2014 5:27 PM
50	Genuinely effective auditing tools with a credible qualitative dimension.	Jan 29, 2014 3:31 PM
51	semantic web	Jan 29, 2014 2:25 PM
52	More powerful CMS tools for structured content, DITA, responsive design.	Jan 29, 2014 1:53 PM
53	na	Jan 29, 2014 1:21 PM
54	Content Marketing management systems.	Jan 29, 2014 12:40 PM
55	More evolved content marketing platforms that are built for larger corporations-- not for newsrooms.	Jan 29, 2014 12:26 PM
56	Working to a client's enterprise-sized CMS influences the way design, UX, and	Jan 29, 2014 11:38 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

	content is done in my company.	
57	Listening or other platforms that can help people identify what to talk about and who to talk to. And process management tools supporting execution.	Jan 29, 2014 11:29 AM
58	Axure is great for getting words in the right place on wireframes	Jan 29, 2014 10:38 AM
59	Argh. Don't want to think about that. I think at it's heart - good content is about good writing, and that will remain no matter what tool or platform it has to adapt to.	Jan 29, 2014 10:15 AM
60	The extension of digital into all spheres of content. I believe businesses should not just think "content first," but "digital content first," and allow that to be the apex of content frameworks.	Jan 29, 2014 10:00 AM
61	Content-focused tools that integrate with a CMS and merge information architecture, analytics, and content planning functions (I hope)	Jan 29, 2014 9:45 AM
62	It's encouraging to see Google put out their Hummingbird algorithm to weed out "bad" content. I believe this will increase the demand for content strategists who can help businesses create relevant, contextual, and engaging content.	Jan 29, 2014 9:43 AM
63	CAT is awesome. It would be great if it was extended to make basic analysis and visualization easier. Don't see why someone wouldn't come up with that.	Jan 29, 2014 8:58 AM
64	I don't know at this point.	Jan 29, 2014 8:17 AM
65	a cheaper inventory/analysis tool like vamosa/kapow	Jan 29, 2014 8:14 AM
66	Expanding adoption of mobile in the B2B industry.	Jan 29, 2014 8:10 AM
67	Google+, Youtube, Google Glass	Jan 29, 2014 7:42 AM
68	Controlled vocabulary management tools such as Synaptica; CMS tools such as Adobe CQ.	Jan 29, 2014 7:34 AM
69	True customer experience management systems will appear, which will require even more challenging content processes for organizations.	Jan 29, 2014 6:46 AM
70	social project management: wrike, trello, asana, etc.	Jan 29, 2014 6:17 AM
71	A good editorial calendar management tool that integrates with social media management and CMS tools.	Jan 29, 2014 6:11 AM
72	Content Strategy is very cross-discipline. It is important to stay abreast of new and emerging technologies as well as inter-disciplinary thinking around processes, activities and deliverables.	Jan 29, 2014 5:48 AM
73	Google Hangouts	Jan 29, 2014 5:34 AM
74	All the new internet technologies that have yet to become mainstream - wearable technology, internet of things...etc	Jan 29, 2014 5:23 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

75	Local platforms, games	Jan 29, 2014 5:17 AM
76	Soical Media	Jan 29, 2014 4:48 AM
77	More mobile and specific but less 'mega and global'. Know your readers: everything that helps me with that, please emerge!	Jan 29, 2014 4:42 AM
78	Web 3.0 Linked Open Data	Jan 29, 2014 4:22 AM
79	vastly improved data analytics	Jan 29, 2014 4:13 AM
80	The way WCMS'es are developing regarding CxM they are more and more useful in having a better dialogue with online visitors.	Jan 29, 2014 3:45 AM
81	mobile apps	Jan 29, 2014 3:31 AM
82	x	Jan 29, 2014 3:14 AM
83	mash-ups	Jan 29, 2014 3:14 AM
84	Internet of Things is going to revolutionize content planning because it will bring a greater focus contextuality. Content served will increasingly be defined by the data gathered on the target user (eg, their location, sex, educational background, etc)	Jan 29, 2014 2:59 AM
85	Better search, More recommendation and personalised content in the near future.	Jan 29, 2014 2:45 AM
86	DITA, multi channelling	Jan 29, 2014 2:26 AM
87	Content centric publishing platforms	Jan 29, 2014 2:22 AM
88	airbnb	Jan 29, 2014 1:32 AM
89	Tools related to Consumers Behavior Analysis based on the content they create.	Jan 29, 2014 12:00 AM
90	Taboola,Outbrain	Jan 28, 2014 11:10 PM
91	Mobile devices, tablets	Jan 28, 2014 10:49 PM
92	Mock up tools, office tools, spreadsheets, user studies and surveys, lots.....	Jan 28, 2014 10:42 PM
93	Not sure.	Jan 28, 2014 10:38 PM
94	That's a long timeline - something could appear next week that becomes flavour of the month. And that's what I consider to be the impact: new tools and channels popping up and being embraced without people considering the purpose, value, longevity and whether or not they can be sustainably managed (and to a high quality).	Jan 28, 2014 10:31 PM
95	Easier to use CMS that responds more quickly to feature requests from the market.	Jan 28, 2014 10:14 PM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

96	never know what will emerge - for now I guess everything that is (and will be) mobile. And all the new CMSs to deal with it.	Jan 28, 2014 8:38 PM
97	Growing focus on mobile/capturing an audience on the go and engagement	Jan 28, 2014 8:32 PM
98	mobile video	Jan 28, 2014 8:20 PM
99	They probably don't exist at this time. Tools evolve very quickly	Jan 28, 2014 7:38 PM
100	Simple online copy decks. Making it easier for version control and sharing between writer and/or editor and client.	Jan 28, 2014 7:18 PM
101	Cloud	Jan 28, 2014 7:11 PM
102	wearable technology	Jan 28, 2014 6:58 PM
103	mobile, CRM, SharePoint and similar software	Jan 28, 2014 6:56 PM
104	Integrated analytics platforms that track content efficacy/usage across channels and customer-lifecycle	Jan 28, 2014 6:43 PM
105	madcap flare, google analytics.	Jan 28, 2014 6:36 PM
106	All the different mobility interface shapes (watches, walls, surfaces), trends in iconography - new algorithms to integrate data revolutionising search	Jan 28, 2014 6:32 PM
107	Content to context converters	Jan 28, 2014 6:09 PM
108	??	Jan 28, 2014 5:56 PM
109	Google+ Communities will continue to grow in influence and importance. There might be something in what Jelly is trying to achieve.	Jan 28, 2014 5:48 PM
110	Mobile operating systems	Jan 28, 2014 5:33 PM
111	Continued penetration and use of mobile devices, tablets and wearable technologies. While users are increasingly moving to mobile technologies, content strategists and developers will need to be agile and adapt our approach away from desktop presentations. More intuitive content and technologies will be even more important as users demand content that more closely matches their needs and interests. Successful companies and professionals will exploit data mining and customer profiles that allow greater integration of social media platforms to appropriate content curated for the individual's tastes, interests and preferences.	Jan 28, 2014 5:29 PM
112	not sure	Jan 28, 2014 5:16 PM
113	retail content strategy business	Jan 28, 2014 5:03 PM
114	Content is becoming more fluid, more living, more recombinable, more reemdbdable, more social.	Jan 28, 2014 4:46 PM
115	Don't know	Jan 28, 2014 4:41 PM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

116	Mobile - real world interactions	Jan 28, 2014 4:40 PM
117	Better data integration for customized content and distribution.	Jan 28, 2014 4:12 PM
118	Social media listening, wearable technologies (Google Glass), device attribution, legacy CMS/publishing systems.	Jan 28, 2014 4:11 PM
119	Augmented reality interfaces that realign the relationship between informational/educational content and branded/conversion-driven content	Jan 28, 2014 3:59 PM
120	New devices, and the fragmentation of social media platforms	Jan 28, 2014 3:40 PM
121	Cloud based collaboration tools	Jan 28, 2014 3:39 PM
122	Business-focused microblogging and social platforms Video	Jan 28, 2014 3:33 PM
123	Responsive design and adaptive content, particularly for mobile.	Jan 28, 2014 3:32 PM
124	Semantic web, AI	Jan 28, 2014 3:30 PM
125	Editorially is fantastic, but doesn't apply to my current line of work. A lot of apps and tools that would apply are more ad-centric: Luke Wroblewski's voting app, consumer survey apps, etc.	Jan 28, 2014 3:30 PM
126	content management tools, connection to other touchpoints	Jan 28, 2014 3:22 PM
127	WordPress, Instagram	Jan 28, 2014 3:20 PM
128	Smart watches.	Jan 28, 2014 3:18 PM
129	Ambient intelligence	Jan 28, 2014 3:17 PM
130	Snapchat and what evolves from it.	Jan 28, 2014 3:15 PM
131	nothing new	Jan 28, 2014 3:03 PM
132	The shift towards more and more use of mobile devices instead of desktop computers. This is the main content challenge now and for the years ahead.	Jan 28, 2014 3:00 PM
133	Continued growth of microblogging in all forms.	Jan 28, 2014 2:59 PM
134	semantics used to shape graphs; sentiment; understanding, anthropologically, the influence of networked people; acute need for metadata about what is 'inside' video; how do we play a part is really reducing noise/overload	Jan 28, 2014 2:51 PM
135	Interested in what Contently are doing. A few agencies I know are creating their own tools for scheduling and governance which are pretty exciting!	Jan 28, 2014 2:48 PM
136	Increase in video for content	Jan 28, 2014 2:46 PM
137	I don't think it is going to be any one tool or platform that is going to effect the way I do content strategy. I think it will be how we disseminate information and content. How is it prepared? What needs to be included in my content models so	Jan 28, 2014 2:42 PM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

	that regardless of device, my content is ready?	
138	API (web services) will continue to rise in popularity and use - institutional aggregators will be big	Jan 28, 2014 2:41 PM
139	wearables	Jan 28, 2014 2:37 PM
140	mobile	Jan 28, 2014 2:34 PM
141	Analytics, analytics, analytics.	Jan 28, 2014 2:34 PM
142	-	Jan 28, 2014 2:33 PM
143	Anything that ties content to KPIs or shows the value in other ways.	Jan 28, 2014 2:24 PM
144	Content management systems designed to delivery single-sourced content via multiple channels.	Jan 28, 2014 2:22 PM
145	Custom CMS and content aggregation tools.	Jan 28, 2014 2:20 PM
146	Hope to see CMS' better support distributed authoring models.	Jan 28, 2014 2:17 PM
147	We DESPERATELY need better tools! I need a faceted database to analyze content. Excel just doesn't cut it; pivot tables be damned.	Jan 28, 2014 2:12 PM
148	cloud collaboration	Jan 28, 2014 2:12 PM
149	Responsive design. HTML5	Jan 28, 2014 2:09 PM
150	The continued evolution of content aggregation services is definitely something to watch.	Jan 28, 2014 2:05 PM
151	I imagine that people soon will be craving good content in video format. So i imagine we will see A lot of development in video shearing embeded on the webpage - so i think CMS will develop alot.	Jan 28, 2014 2:04 PM
152	Real-time content platforms being used by more agencies and brands to cut through the clutter. Tools to better control the split between short-form and long-form social platforms.	Jan 28, 2014 2:03 PM
153	Snapchat, Percolate	Jan 28, 2014 2:01 PM
154	Online storage/collaboration tools, better content management systems that can incorporate and govern standards, content modeling solutions that help with IA.	Jan 28, 2014 1:52 PM
155	Systems that segment content for re-use across many platforms.	Jan 28, 2014 1:46 PM
156	Can't weigh in on the tools -- who knows what social media will look like in 5 yrs. But one trend I think has legs and could be an industry norm is the content-creation/news sites that places like Cleveland Clinic and Coca-Cola are implementing. Less/no press releases; instead cycle traffic (include media) to your pages w/ robust content for consumers and journalists.	Jan 28, 2014 1:35 PM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

157	A more comprehensive understanding of digital storytelling and how it can infuse content strategy with both more creativity and more strategic focus	Jan 28, 2014 1:26 PM
158	new hybrid devices, smaller pcs, smarthones, tablets	Jan 28, 2014 1:09 PM
159	evolution of mobile devices	Jan 28, 2014 12:59 PM
160	integrated content and community platforms	Jan 28, 2014 12:56 PM
161	cross-channel monitoring/publishing tools like HootSuite. And as we all are getting pushed into living in one Web or another, I'll likely end up living in Google's and, for literary endeavors, Amazon's	Jan 28, 2014 12:47 PM
162	None; my focus is on content first, technology as enabler.	Jan 28, 2014 12:47 PM
163	Reduction in desktop content and increase in mobile content available through apps. Content Strategy will be streamlined and downsized to Mobile Information Architects/Developers thereby eliminating the role of a Marketers and Content Strategists across the board. There will be no need of redundant roles for multiple projects.	Jan 28, 2014 12:47 PM
164	mobile, smartdevices	Jan 28, 2014 12:45 PM
165	Mobile	Jan 28, 2014 12:36 PM
166	All the apps being created on Android, iOS and Windows devices.	Jan 28, 2014 12:35 PM
167	Specialized Search Engines, more sophisticated development of what we call social networks (I'm with Scott McNealy's assessment of Facebook as a glorified email app) and let's not base our idea of a social network on LinkedIn either.	Jan 28, 2014 12:32 PM
168	Data analysis, cloud computing	Jan 28, 2014 12:31 PM
169	marketing automation systems that allow events to trigger more customized content delivery. This will create differentiated experiences for the different buying personas we like to think about now but unfortunately have difficulty segmenting and addressing properly.	Jan 28, 2014 12:31 PM
170	social content; mobile optimization; translation tools for global content	Jan 28, 2014 12:31 PM
171	suggests keyword/key phrases with potential to generate clicks along with on-screen preview while entering into CMS	Jan 28, 2014 12:16 PM
172	Tumblr?	Jan 28, 2014 12:12 PM
173	impossible to answer. there will be an entire generation of AI, augmented reality, that will change everything.	Jan 28, 2014 12:04 PM
174	Wearable tech, immersive experiences, voice applications	Jan 28, 2014 12:03 PM
175	Greater use of CMS.	Jan 28, 2014 12:02 PM
176	Changes in web design/design for mobile and pad; integration of social and web	Jan 28, 2014 11:55 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

	design	
177	Short form video (snapchat, vine, etc.) will complicate how much information we can push through at a time; attention spans are shortening, but information is becoming increasingly complicated and numerous.	Jan 28, 2014 11:55 AM
178	Voice and anything bordering on artificial intelligence (like "OK Google"...) Refining content strategy for mobile devices (moving away from responsive design) Information transparency movement Cross-platform interactive shopping experiences while in stores Content targeting for EVERYTHING	Jan 28, 2014 11:50 AM
179	Various CMS products and personal information sharing devices (glass etc).	Jan 28, 2014 11:49 AM
180	Better content analytics dashboards	Jan 28, 2014 11:44 AM
181	Mobile technology	Jan 28, 2014 11:39 AM
182	Sentient analytics	Jan 28, 2014 11:39 AM
183	More sophisticated data mining/analytics	Jan 28, 2014 11:38 AM
184	Content scheduling and management tools like Hootsuite	Jan 28, 2014 11:38 AM
185	wearable tech, hyperlocal-mobile	Jan 28, 2014 11:35 AM
186	Automated Optimization. Better data management tools,	Jan 28, 2014 11:33 AM
187	harvesting tools for research/curation topical interaction tracking tool	Jan 28, 2014 11:33 AM
188	The Internet-of-Everything is going to create interaction and use-cases that we can't imagine. Data will interact with devices that will translate into a predictive action for a human to consume.	Jan 28, 2014 11:29 AM
189	Wearables Analog / Real-World experience design	Jan 28, 2014 11:28 AM
190	evolution of social media - it's becoming more sophisticated (e.g., LinkedIn)	Jan 28, 2014 11:22 AM
191	Yammer	Jan 28, 2014 11:21 AM
192	Visual sites, like tumblr and instagram. It's a huge challenge for us because our content doesn't easily accommodate compelling visuals, so we're apt to go invisible. But if, for some reason, I wound up in my preferred field of higher education, the biggest challenge will be keeping up with the new platforms and understanding how various stakeholders consume content through them.	Jan 28, 2014 11:16 AM
193	digital is wide open	Jan 28, 2014 11:13 AM
194	Always watching to see what's happening, but don't know the answer.	Jan 28, 2014 11:13 AM
195	Mobile and other formats will require responsive design to accommodate drastic reductions in content presentation constraints.	Jan 28, 2014 11:05 AM
196	Big Data Driven tools encompassing Behavioral Patterns for Content	Jan 28, 2014 11:04 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

	Consumption, Categorization, Viral/Trending Identification, etc. Basically the always on feed of data from social platforms and the SAAS boom will lead to tools for identifying competitor content that has succeeded, influencers who can help content strategy succeed by loaning their network, and surfacing topics of interest to the global audience in near real time.	
197	Internet on TV - development of traffic analysis through website and social media - increase of interaction	Jan 28, 2014 10:58 AM
198	n/a	Jan 28, 2014 10:56 AM
199	Automatic translation, image recognition.	Jan 28, 2014 10:56 AM
200	I do not know, I am just figuring things out	Jan 28, 2014 10:56 AM
201	micro-videos, mobile	Jan 28, 2014 10:55 AM
202	Increased number of closed social networking apps, such as whats app, and less use of Traditional social media.	Jan 28, 2014 10:53 AM
203	Imgur and Instagram.	Jan 28, 2014 10:52 AM
204	Hummingbird algorithm for Google	Jan 28, 2014 10:50 AM
205	Tools that manage the planning and workflow for content strategy, editorial calendars, content creation, review, publication and updating.	Jan 28, 2014 10:48 AM
206	More sophisticated automated audit tools; data sorting tools	Jan 28, 2014 10:48 AM
207	???	Jan 28, 2014 10:45 AM
208	Unsure. See #10.	Jan 28, 2014 10:44 AM
209	wearables devices, location services, real-time information feeds	Jan 28, 2014 10:43 AM
210	Big data tools - insight into customer need, and tools for decision making Internet of things - more connectivity leads to more need for a content plan	Jan 28, 2014 10:41 AM
211	.application of CRM tools and data to content marketing	Jan 28, 2014 10:38 AM
212	Salesforce CRM integration	Jan 28, 2014 10:37 AM
213	Not really tools and platforms, but broader trends: aggregated content from a variety of constituents. Web content as conversation. Customers searching for authentic expertise, rather than sales pitches. Users/readers expecting the ability to comment upon, recombine, react, rather than just passively consume. Visual + textual content combined in interesting ways. The rise of the English major.	Jan 28, 2014 10:37 AM
214	mobile	Jan 28, 2014 10:36 AM
215	-Mobile web and mobile social -new social media platforms that replace Facebook and Twitter	Jan 28, 2014 10:34 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

216	SharePoint	Jan 28, 2014 10:33 AM
217	To plug my company, Together is a platform that puts content marketing into the real world (where content creation is about creating conversations and social gatherings, not just words and pictures). It's of enormous help to marketers who want to get their online audiences to do things in the real world.	Jan 28, 2014 10:29 AM
218	anything for your mobile phone	Jan 28, 2014 10:28 AM
219	Trapit Inc News Cred	Jan 28, 2014 10:25 AM
220	Hopefully, improved web editing tools so less time is wasted on data entry-esque tasks. Device usage & popular network apps will likely change, and the field could become oversaturated, eventually.	Jan 28, 2014 10:24 AM
221	ubervu and hootsuite	Jan 28, 2014 10:21 AM
222	Education is behind the times regarding technology, although it is working to catch up. The new tools for education that I see are moving beyond paper to digital forms for content delivery and storage of educational activities.	Jan 28, 2014 10:19 AM
223	5no	Jan 28, 2014 10:18 AM
224	Cloud-based content management Any new social media options Google Glass / easier ways of sharing media	Jan 28, 2014 10:18 AM
225	I see content management systems evolving so they can push content to the various platforms that people consume content. I also think Content management systems will be tailored to the way content strategists work.	Jan 28, 2014 10:18 AM
226	I think we're going to see the dissolution of the book, especially practical nonfiction aimed at a business or a professional development audience. We're going to have to come with new ways to deliver content digitally that doesn't mimic a book and that works across platforms.	Jan 28, 2014 10:18 AM
227	collaboration tools	Jan 28, 2014 10:16 AM
228	digital asset collaboration	Jan 28, 2014 10:16 AM
229	Tablets	Jan 28, 2014 10:15 AM
230	I'd actually like more information about this. I've used CAT, JumpChart, Gather Content, and OmniGraffle for projects in the past.	Jan 28, 2014 10:15 AM
231	Let's save this question for when we have time for a proper conversation....it's such a broad topic! But if you want a brief answer, my biggest interest now is how the curating profession is maturing and figuring out how to define "curatorial practice" and "curatorial thought." I think the profession of content strategy is similar in how it needs to define itself, band together, organize educational events and conferences, and hold members to high standards. Some of the work required for these two professions is startlingly similar.	Jan 28, 2014 10:15 AM
232	Mobile will drive content strategy over the course of the next five years.	Jan 28, 2014 10:14 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

233	Closer integration of email, marketing and product content via a central source of knowledge enabling organisations to produce consistent and coherent content and a totally awesome 'content experience'.	Jan 28, 2014 10:14 AM
234	Device proliferation (new devices/platforms)	Jan 28, 2014 10:12 AM
235	Content modelling tool. Mobile... and creating a strategy that is truly device independent COPE	Jan 28, 2014 10:11 AM
236	Augmented reality; Snapchat-like social media tools; Location-based tech; Wearable tech	Jan 28, 2014 10:10 AM
237	tools that facilitate access and licensing of content	Jan 28, 2014 10:08 AM
238	I see the growing importance of the cloud and platforms such as DropBox having a mako influence on mainstream content strategy.	Jan 28, 2014 10:07 AM
239	Total surveillance	Jan 28, 2014 10:06 AM
240	The integration of interactive technology outside of screens. I hope to see the future of and perspectives of journalism rise like a phoenix out of the ashes of traditional print media.	Jan 28, 2014 10:06 AM
241	Bookmarklet apps like flipboard, readability and instapaper are changing how content is curated and digested.	Jan 28, 2014 10:05 AM
242	no matter what new platforms develop, the most essential step will remain creating high-quality content that is on-brand and exciting to the target	Jan 28, 2014 10:03 AM
243	Automated tools for managing quality control audits + managing editorial team output	Jan 28, 2014 10:02 AM
244	Wikis as *the* central repository of a body of pages/topics that can be generated in a variety of output formats. Currently Wikis remain a bit of a "thing apart" from other bodies of managed content. So integrating Wikis, or using them to supplant other content management strategies, is coming.	Jan 28, 2014 10:01 AM
245	not sure	Jan 28, 2014 10:01 AM
246	Specialized blogs, LinkedIn groups and a new social media platform focused in specific professional topics.	Jan 28, 2014 10:00 AM
247	More analytics tools, more social media content tools	Jan 28, 2014 9:56 AM
248	Web-based software for auditing and evaluating web content are promising. Things like https://www.blazecontent.com	Jan 28, 2014 9:52 AM
249	Successful content marketers, strategists and agencies will be those who have evolved their analytical and inbound marketing skills. Tools & platforms that support this will be more attractive to companies who need to demonstrate and manage the impact of content marketing's ROI (i.e. Customer acquisition or lead-generation). Vendors like HubSpot do it well, and will continue to evolve their content marketing offerings with partners. Skyword is on the right track, but	Jan 28, 2014 9:51 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

	need to improve their toolset to map to a company's business objectives.	
250	Automatic curation	Jan 28, 2014 9:51 AM
251	Augmented Reality, the end of Facebook, the rise of eCommerce, and the fall of advertising	Jan 28, 2014 9:50 AM
252	difficult to say. certainly emerging social platforms (snapchat comes to mind) as well as the next crop of digital publishers that are technology-driven (mashable, buzzfeed etc.)	Jan 28, 2014 9:50 AM
253	Mobile > need for "bite-sized" content Social media > content creators have to know how to use and engage Any platform or tool that emphasizes visual content > these days, what doesn't?	Jan 28, 2014 9:50 AM
254	Responsive design & adaptive content	Jan 28, 2014 9:49 AM
255	growing complexity of tools and platforms makes it increasingly difficult for small businesses to effectively manage the brand presence	Jan 28, 2014 9:48 AM
256	Attention spans will grow even shorter, and the demand for new, fresh, and short content will increase. Unfortunately, researchers will continue to present statistics that include recreational websites (Buzzfeed, Chive, Upworthy, etc.) that will influence the way that we create content for business, and content strategists will find it even more difficult to push for high quality, time-intensive content. More tools and platforms that create shortcuts for the ways we currently produce content will emerge, causing an emphasis of sheer volume of content created to overshadow the craft behind creating it.	Jan 28, 2014 9:48 AM
257	crowdsourced multi-lang content ingestion tools, primarily being built/curated by social media (e.g., "do you speak Swahili? help Facebook translate strings")	Jan 28, 2014 9:47 AM
258	Digital collaborative working tools. Tools that support remote working.	Jan 28, 2014 9:47 AM
259	This is a great question and one that is not asked often enough. Content strategists need to future proof their techniques and outreach mechanisms today for it to have impact tomorrow. We need to phase into the next stage of content evolution instead of reacting to it when it happens. Let's look at some of the medium / media that is going to be current 5-10 years down the line, including google glass and wearable devices. These are the kind of platforms that our audience will be using. Content will be accessed on screens that are on your body and eyes. I would say, content strategy needs to move the snapchat way - understand the ephemeral nature of information and data - 24x7 live streaming is the way of the future. I would say, if right now content is user created, edited and marketed, then 10 years down the line, content would be auto-generated, auto-edited, auto-disseminated.	Jan 28, 2014 9:47 AM
260	Marketing automation software (i.e, Hubspot)	Jan 28, 2014 9:44 AM
261	Industry specific training, greater awareness from brands	Jan 28, 2014 9:43 AM
262	It's impossible to predict that far out in the future. Besides, I will be blessedly retired by then.	Jan 28, 2014 9:42 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

263	The Internet of things, hybrid CMS and competition among publishers	Jan 28, 2014 9:41 AM
264	More educational opportunities and hopefully professional associations that cater to Content Strategists.	Jan 28, 2014 9:39 AM
265	websites that aggregate content by theme or subject.	Jan 28, 2014 9:39 AM
266	Speech recognition & other interaction input devices. Maker technology.	Jan 28, 2014 9:39 AM
267	Fully integrated social media decks, data visualization platforms, and digital content displays.	Jan 28, 2014 9:39 AM
268	?	Jan 28, 2014 9:37 AM
269	CMS,	Jan 28, 2014 9:37 AM
270	LinkedIn, Xing, Flipboard – and all Kinds of mashups inbetween.	Jan 28, 2014 9:37 AM
271	No idea	Jan 28, 2014 9:37 AM
272	Evolution of the semantic web Possible rise of walled gardens, again	Jan 28, 2014 9:37 AM
273	More video	Jan 28, 2014 9:37 AM
274	Big question! Who knows! Look back 5-10 years to see what can happen in that timescale. I would say MOBILE is the most important going forwards.	Jan 28, 2014 9:36 AM
275	Lighter CMS tools that have a content authoring base, rather than a data base	Jan 28, 2014 9:36 AM
276	Google+	Jan 28, 2014 9:35 AM
277	Video will certainly contain to develop and become a dominant force when it comes to content. Mobile will also have a significantly larger impact.	Jan 28, 2014 9:35 AM
278	content indexing,	Jan 28, 2014 9:35 AM
279	Programmatic ad buying	Jan 28, 2014 9:34 AM
280	Mind mapping, research tools in general	Jan 28, 2014 9:32 AM
281	Don't knkw	Jan 28, 2014 9:32 AM
282	I'm not up on current trends.	Jan 28, 2014 9:32 AM
283	Rise of connections from the Internet of Everything: the networked connections between people, process, data and machines. The flow of big data generated by all these devices is going to change what we're able to know and communicate to people. How we communicate it in an easy to understand, actionable way that gets results is going to be crucial. I think we're also going to have to start considering reaching people beyond screens as wearable technology like Google Glass, smart watches, etc. begin to become more mainstream.	Jan 28, 2014 9:32 AM
284	souped up ed calcs; whether it's virtual or concrete, a content center of excellence	Jan 28, 2014 9:31 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

285	To aid in the understanding of the importance of content strategy and good content, tools that will educate people on sentence structure, grammar, word choices to make more compelling content.	Jan 28, 2014 9:31 AM
286	instagram	Jan 28, 2014 9:28 AM
287	Until this morning, I would have answered "mobile apps." With the concerns raised about the collection of geolocation and social data by the NSA, I'm not sure. I'm interested in branded entertainment as practiced by Chipolte, and the emergence of pure digital media companies like Vox.	Jan 28, 2014 9:23 AM
288	I don't think it is so much a tools and platforms issue. Over the next 5 to 10 years I think that content strategy will be most affected by a shift away from book-based forms of organization and governance (centralized, top down) towards a genuinely Web-based approach (distributed, bottom up).	Jan 28, 2014 12:23 AM
289	The growing number of screen sizes, and the death of pixel perfect design	Jan 27, 2014 10:01 PM
290	Evolving social media	Jan 27, 2014 9:18 PM
291	structured video AI	Jan 27, 2014 9:02 PM
292	Emerging experiences, such as gestural devices	Jan 27, 2014 9:00 PM
293	fkd	Jan 27, 2014 2:48 PM
294	Social Networking	Jan 27, 2014 12:47 AM
295	I need to think about this...i think matrices, analytics and performance driven content are the future and that should be a huge focus. I think storytelling concepts are huge right now, but that trend will lose traction.	Jan 26, 2014 10:35 PM
296	the continued expansion of mobile and tablet technology. the growth in social networking platforms like Ning, Basecamp the growth of in Open Data, open source	Jan 24, 2014 1:09 PM
297	Feedback and insights from analytics plus qualitative research techniques, such as ethnography	Jan 24, 2014 7:51 AM
298	mobile	Jan 22, 2014 9:46 AM
299	Second-screen integration.	Jan 22, 2014 7:45 AM
300	I think the move to mobile devices will be even greater than anticipated and will require more and more attention for content strategists.	Jan 21, 2014 4:32 PM
301	Mobile. More sophisticated CMSs. Editorial tools that are integrated across channels.	Jan 21, 2014 11:22 AM
302	Pandora for content	Jan 21, 2014 7:43 AM
303	API integration with social media (Facebook Aps etc.)	Jan 20, 2014 6:15 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

304	Continuing improvements in web analytics to see how users are interacting with content	Jan 19, 2014 1:34 PM
305	Measurement and marketing automation tools	Jan 19, 2014 1:21 PM
306	Cloud Services, generally speaking.	Jan 19, 2014 12:05 PM
307	A new approach to CMS; something less dependent on developers and massive teams working off-shore. The focus will then shift to UX and content.	Jan 19, 2014 9:16 AM
308	to me, it's not a single technology -- it's mobile. this has changed the role of a company as the controller of important content about itself and at the same time turned every company into a media company. this is proving to be quite a challenge for companies!	Jan 18, 2014 6:05 AM
309	Data platforms, such as Experian, Google Trends and Sysomos.	Jan 18, 2014 5:10 AM
310	mobile, smartphones	Jan 16, 2014 2:21 PM
311	Marketing and Analytics	Jan 16, 2014 9:01 AM
312	I don't know, but I think like the Big Bang, we have seen intense fragmentation of tools and platforms over the last decade or two, and those fragments will start to gravitate into fewer, bigger lumps over the coming years	Jan 16, 2014 8:34 AM
313	comprehensive lifecycle reporting across sales and marketing and all-in-one digital marketing tools become more universal.	Jan 16, 2014 8:32 AM
314	wearable tech (e.g., Google Glass, smart watches), the Internet of Things	Jan 16, 2014 7:40 AM
315	Currently focusing on doing the best job with what's already out there.	Jan 15, 2014 11:43 AM
316	Hopefully - more discrete content measures across platforms. I'd love for analytics to be able to show performance across networks on a theme	Jan 15, 2014 10:49 AM
317	Flipboard-like apps	Jan 15, 2014 8:58 AM
318	It will be interesting to see how we manage content for the range of different desktop/mobile/tablet/tv/other devices...	Jan 15, 2014 8:56 AM
319	I believe awareness that tools/platforms and the way audiences receive information will continue to change, so re-evaluating audiences continually will be important.	Jan 15, 2014 8:34 AM
320	Personalized web pages, automated content creation systems	Jan 15, 2014 8:31 AM
321	e-books and better ways to present content currently contained in PDFs	Jan 15, 2014 7:30 AM
322	Visual social tools, in the vein of Snapchat, Vine etc + More specialized social networks, attracting certain segments	Jan 15, 2014 6:17 AM
323	More collaborative multi-platform editing tools	Jan 14, 2014 4:44 PM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

324	More algorithms and more self-publishing tools that allow small businesses and individuals to compete with large outlets	Jan 14, 2014 1:10 PM
325	Cheaper automated marketing software	Jan 14, 2014 9:53 AM
326	Home automation technologies, wearable technology, "intelligent" content and delivery systems, health care/fitness	Jan 14, 2014 8:22 AM
327	Linguistic and context analysis tools	Jan 14, 2014 7:22 AM
328	Well, hard to tell. Probably the new private chat community of What's App, Snappchat etc. - it'll be hard to get your content out there if all people just meet there.	Jan 14, 2014 7:07 AM
329	Multi-channel media	Jan 14, 2014 6:49 AM
330	Project management tools to track changes and organize projects	Jan 13, 2014 9:32 AM
331	Software tools built specifically for content strategy practitioners.	Jan 13, 2014 9:32 AM
332	structured data; schema.org; semantic HTML; open CMS (e.g., Drupal)	Jan 13, 2014 7:59 AM
333	More streamlined CMS offerings that focus on content apart from design.	Jan 13, 2014 7:52 AM
334	mobile devices - not new, but we are behind	Jan 13, 2014 7:45 AM
335	wearable digital items, smart CMS that works across multiple channels	Jan 12, 2014 12:50 PM
336	You can't possibly see beyond 5 years in this business.	Jan 12, 2014 8:22 AM
337	Content development tools, eg, Gather Content, and CMS platforms that create content for adaptive strategies, eg, NPR.org	Jan 12, 2014 7:37 AM
338	Personal Vendor Relationship Management Systems	Jan 12, 2014 7:17 AM
339	that's too far out to objectively guess, but if I had to, it'd probably be something of a mix between Twitter, Jelly and Google.	Jan 12, 2014 6:58 AM
340	Mac being used more.	Jan 11, 2014 11:15 PM
341	car to car communications, interactivity with delivery methods	Jan 11, 2014 7:46 PM
342	Measuring offline impact of online media. And, advertisers appreciating online engagement with a smaller quality audience over scale.	Jan 11, 2014 6:33 PM
343	Google Glass and other wearable screens	Jan 11, 2014 5:58 PM
344	no idea	Jan 11, 2014 5:30 PM
345	Google+, any platforms related to mobile and wearable tech, gaming console platforms & systems	Jan 11, 2014 5:17 PM
346	Auditing, analytics	Jan 11, 2014 3:53 PM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

347	Brain power	Jan 11, 2014 1:18 PM
348	The convergence of CMS and CRM.	Jan 11, 2014 1:13 PM
349	-New devices that reinforce the idea that responsive content and design is the only way to go -Better analytics tools to help us define and measure CS success	Jan 11, 2014 12:08 PM
350	contextual content display and analytics across channels	Jan 11, 2014 10:59 AM
351	Visual content is huge now, and two new platforms that I'm definitely going to explore are Glossi and Canva, both of which make pro-level visuals simple and easy to create and share.	Jan 11, 2014 10:07 AM
352	The need for more mobile strategy, including smart watches and continued streamlining of tablets and smart phones. This will have a direct impact on how much content can actually be used to be impactful, if any. Also, the general population seems to be completely uninterested/concerned about proper grammar and spelling. I am concerned that employers will also stop caring about quality content (I am already seeing this happen).	Jan 11, 2014 10:06 AM
353	Implementing a CMS	Jan 11, 2014 9:08 AM
354	Tools such as Acrolinx show promise. I'm a fan of Drupal, but I think many commercial CMS products are stagnant.	Jan 11, 2014 9:07 AM
355	The way of publishing content: the end of the web page.	Jan 11, 2014 6:41 AM
356	Corporate presence in social media will grow exponentially, creating a much larger platform for the creation of high-quality content. Mobile platforms are going to simply explode with possibilities for content creators. UC (Unified Communications) is THE next big thing, so content creation will have to change to fit cross-platform applications.	Jan 11, 2014 6:15 AM
357	Linked data	Jan 11, 2014 5:04 AM
358	Mobile only business and location based personalisation will be influential. Larger curators and news sites will become very powerful as content begins to overwhelm the masses.	Jan 10, 2014 10:50 PM
359	Touch screens and content for mobile	Jan 10, 2014 10:31 PM
360	hard to predict - more video/multimedia, mobile etc.	Jan 10, 2014 7:20 PM
361	Tools to manage the lifecycle of content from conception to publication to retirement AND assist with the strategic integration and execution of a content framework.	Jan 10, 2014 5:02 PM
362	Tools to help organize the files and allow commenting/editing by a group of team members.	Jan 10, 2014 4:59 PM
363	Planning calendar (live) tool.	Jan 10, 2014 4:55 PM
364	CMS, content quality management, and localization tools such as translation	Jan 10, 2014 4:25 PM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

	memory more closely synched	
365	tools and platforms? Not so much. Methodologies? Absolutely. DITA will continue on in tech comm, not so much elsewhere. RWD will be very important going forward.	Jan 10, 2014 3:36 PM
366	Microsoft SharePoint	Jan 10, 2014 2:17 PM
367	DITA and XML	Jan 10, 2014 12:09 PM
368	We just purchased the Lithium platform for social. That is bringing about a big change.	Jan 10, 2014 11:57 AM
369	Jelly, Snapchat, Ghost	Jan 10, 2014 10:30 AM
370	Linked Data and the semantic web. Systems that use aggregate metadata to anticipate user desires/needs and push content not on-demand, but before a demand has been realised. Augmented reality systems that push minamlism even further.	Jan 10, 2014 10:13 AM
371	Truly collaborative project spaces and cloud-based tools	Jan 10, 2014 9:40 AM
372	DIY animated storytelling tools such as Animoto and others that allow clients to take photos, text and video and create emotional storytelling opportunities w/o the huge cost of consulting / agency fees.	Jan 10, 2014 8:23 AM
373	The SyncroCloud platform is one content strategists and marketers should watch. It is very new and is still being developed but it does what Google +, Pinterest, YouTube, Wikipedia, blog and social media sites do in an all-inclusive platform. It will totally redefine the way we gather content. You may be able to find SyncroCloud in its beta form by looking it up.	Jan 10, 2014 6:19 AM
374	Tablet. Not sure. Wearable tech.	Jan 10, 2014 4:44 AM
375	That's a hard one for me to answer since I don't usually approach CS as a "thing". It's an aspect of the ongoing product development / consulting that we do. Also - 5-10 years is a *long* time in internet years. That said ;-) * Cross channel content is going to get a bigger deal. Some folk seem to still be struggling with dealing with smartphones and tablets. God help them when we need to start creating content for smart watches, glasses, 100" TVs, the internet of things, etc. * The trend of more people and more groups building stuff made of bits is going to continue. The size and number of those groups means they're not all going to have full time roles with a CS job title. How do we continue to create great content strategy in those environments?	Jan 10, 2014 3:51 AM
376	Mobile... But not sure what kind of mobile apps yet. Likely a wearable computer.	Jan 9, 2014 8:57 PM
377	(5-10 years is a very long time in the digital world). 'smart' analytics, contextual self-learning APIs, interactive UX response data integration,	Jan 9, 2014 8:12 PM
378	HTML5/AJAX content management tools that break out of the common WCM paradigms for setting up, templating, and handling content.	Jan 9, 2014 8:00 PM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

379	Video, temporary social media, user generated content	Jan 9, 2014 7:08 PM
380	Content Insight audit tool.	Jan 9, 2014 6:34 PM
381	New devices and/or delivery systems the will require content to be agile and malleable across different media and channels.	Jan 9, 2014 6:10 PM
382	hubspot	Jan 9, 2014 5:46 PM
383	A content- and context-aware CMS	Jan 9, 2014 5:38 PM
384	Mobile. Cloud.	Jan 9, 2014 5:11 PM
385	YouTube	Jan 9, 2014 4:36 PM
386	CMS technology	Jan 9, 2014 3:12 PM
387	Twitter, YouTube, LinkedIn	Jan 9, 2014 12:51 PM
388	wearable technology to enhance quantified self, internet of things home technology and more disruptive mobile technology (ie: Google glass)	Jan 9, 2014 11:57 AM
389	Video Blogs, Tumblr, GitHub, a few others.	Jan 9, 2014 11:43 AM
390	No idea - far too futuristic !	Jan 9, 2014 10:04 AM
391	Non-desktop technology (i.e. mobile and beyond)	Jan 9, 2014 9:50 AM
392	Eye tracking built into our computers	Jan 9, 2014 9:15 AM
393	Metadata management systems. Metadata is the new art direction. These will support sense-making, building new knowledge, and these should need to more useful decision-making about strategy.	Jan 9, 2014 8:42 AM
394	Web platforms that can single-source at a component level like DITA does.	Jan 9, 2014 8:34 AM
395	Mobile	Jan 9, 2014 8:10 AM
396	Vine, Pinterest, Instagram	Jan 9, 2014 7:51 AM
397	lol at 5-10 years - predicting the future should be done in 6 month increments at the rate we're flying along! In 5-10 years when we are a singular entity all linked through whatever crazy technology will rule our world I bet we'll be well beyond selling things. I don't think there will be a need for content strategy. Maybe in the next year someone will make a WYSIWYG editor for DITA formatting of content	Jan 9, 2014 7:35 AM
398	Collaborative authoring with behind the scenes xml.	Jan 9, 2014 7:00 AM
399	Universal Analytics: seeing all your data in one place and making connections between what is currently being captured in different systems. Ability to make smarter decisions more quickly based on data. Federated Search: even more content being surfaced through search, from different sources. Smarter relationships between content items.	Jan 9, 2014 6:57 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

400	Targeting through big data management. Customized content.	Jan 9, 2014 6:50 AM
401	Personal access technology	Jan 8, 2014 8:47 PM
402	Wearable gear	Jan 8, 2014 5:32 PM
403	Everything mobile, of course.	Jan 8, 2014 5:14 PM
404	Better analytics but think it will probably cost. Google has become less useful.	Jan 8, 2014 3:39 PM
405	Content inventory tools, CMS	Jan 8, 2014 3:21 PM
406	agile	Jan 8, 2014 3:06 PM
407	Flexible CMSs that don't have to be tied to a site ... just a better way to manage un- and published content	Jan 8, 2014 2:13 PM
408	Increasing use of mobile, and anything that helps people immediately get answers to their specific questions	Jan 8, 2014 1:50 PM
409	Shifts to social and mobile for sales funnel entry.	Jan 8, 2014 1:45 PM
410	Pinterest continues to fascinate me.	Jan 8, 2014 1:09 PM
411	Google glass, mobile, semantic web	Jan 8, 2014 12:56 PM
412	Markdown, semantic imbeds, code fusion	Jan 8, 2014 12:47 PM
413	Better content creation/management tools	Jan 8, 2014 12:39 PM
414	Not really sure, the landscape is clogged right now and I haven't been able to really asses which ones will be able to stay fro the long haul yet.	Jan 8, 2014 12:25 PM
415	Improved CMS and more CMS options for structured content.	Jan 8, 2014 12:12 PM
416	Digital asset management will grow in popularity	Jan 8, 2014 11:36 AM
417	Content systems are going to get much smarter, and CS will more about designing recommendations that work for people. Can't leave that to technologists.	Jan 8, 2014 11:25 AM
418	Mobile/Responsive Interfaces Real-Time Marketing Platforms Interactive/Smart Television	Jan 8, 2014 11:15 AM
419	Hard to say! No one saw Twitter coming, did they? :) I think Content Strategy is a discipline of mind. There is no tool that can make a strategy, or a brand message, or a taxonomy appear out of thin air. Although it would be helpful to have a tool that is made specifically to make matrices.	Jan 8, 2014 11:13 AM
420	I don't actually know! But I wish for a comprehensive platform that could help manage projects (print and digital), as well as track and monitor them. Everything is so piecemeal, it's hard to feel organized/ready.	Jan 8, 2014 11:12 AM

Page 6, Q12. What new tools and platforms do you see emerging over the next 5-10 years that will have the biggest impact on your current approach to content strategy?

421	Better governance and record-keeping tools for sectors that are required to keep track of content changes and information that has been published (time-stamping, etc.)	Jan 8, 2014 11:10 AM
422	Analytics suites created for everyday, non-specialist use.	Jan 8, 2014 11:09 AM
423	More independent publishing platforms. Some in the form of "blog" type things (Medium, Svbtle) and some that make designing the entire site drag-and-drop ready (Macaw looks great).	Jan 8, 2014 11:09 AM
424	In-line editors	Jan 8, 2014 10:49 AM
425	mobile and single sourcing, story telling	Jan 8, 2014 10:26 AM
426	Tools that provide an integrated workflow for content development, publishing, translation, management, and analysis	Jan 8, 2014 10:09 AM

Page 6, Q13. Finally, if you have any other thoughts, comments or suggestions, please share them here!

1	Great to see this happening! My corporation has an immense need for content strategy but hires and promotes them only begrudgingly. We need to change that.	Feb 1, 2014 5:19 PM
2	If you want anyone on your committee to help with compiling best practices on managing SaaS / app-based content, please do track me down. Am currently working on a handbook that pulls this all together, so the more I can connect with other CS's who care about this, the better! Would love to help. And thanks for taking the initiative to get this collective going!	Feb 1, 2014 1:41 PM
3	Great survey.	Feb 1, 2014 11:46 AM
4	Hi! Nice to meet y'all. Holler.	Feb 1, 2014 1:52 AM
5	Appreciate the survey. Thanks heaps. :)	Jan 31, 2014 5:39 PM
6	I would love to be involved with your group. Let me know what I can do.	Jan 31, 2014 2:23 PM
7	I think the number of marketers who understand the mix of technology, editorial process, data/insights and content creation that is needed to be successful in the new communications landscape. We need to be spreading the word and bringing people along.	Jan 31, 2014 12:53 PM
8	Kudos on your initiative!	Jan 31, 2014 12:35 PM
9	Thanks for setting this up -- looking forward to learning more!	Jan 31, 2014 11:18 AM
10	Content strategy is not a single field or discipline; it's an approach, a conversation. I'd caution steering clear of anything that tries to define and describe its processes too specifically. Also, perhaps make a distinction between "front end" and "back end" approaches to content strategy, where one is more editorial/language based and the other more technical/data based.	Jan 30, 2014 1:14 PM
11	Excited to see the outputs from this!	Jan 30, 2014 11:46 AM
12	Thanks & good luck with the Collective.	Jan 30, 2014 9:32 AM
13	Thank you for doing this. CS is a lonely task!	Jan 30, 2014 5:53 AM
14	I am new to the Group with a new venture on hand. I am grateful to be learning from seasoned professionals.	Jan 30, 2014 1:16 AM
15	I teach a 10 -week content strategy course through ADMCi - a new school to educate people interested in the digital space. We are getting a great content strategy/content marketing following.	Jan 29, 2014 10:52 PM
16	Yay! So glad this is happening. Keep it up.	Jan 29, 2014 8:34 PM
17	Thanks for conducting the survey. Interested to see the results	Jan 29, 2014 7:44 PM
18	Looking forward to seeing the results!	Jan 29, 2014 7:36 PM
19	I think this is fantastic and am really looking forward to insights that come out of	Jan 29, 2014 5:41 PM

Page 6, Q13. Finally, if you have any other thoughts, comments or suggestions, please share them here!

this group. I have noticed on occasion that content strategists often like to gripe / complain about others' lack of understanding ("We're the underdog! Nobody 'gets' us! We need to evangelize!"), so I'd just make sure we keep the tone positive and forward-thinking. I don't think we can truly say in 2014 that content strategy is an emerging discipline. We're been here for a decade or more, and we're not going anywhere - this collective is well-poised to not only lead the discussion, but elevate it as well. Great work and concept! Thanks!

20	Business content needs to be directly relevant to business processes. In order to minimise business risk, we need to ensure that at all time, all business decisions are made with all the relevant knowledge (and content). This is all that matters.. So we need to understand the business processes and their relative criticality (and therefore the risk factor of any process failure). We need to ensure content and content availability is shaped according to this.	Jan 29, 2014 4:52 PM
21	Look forward to participating. :)	Jan 29, 2014 3:54 PM
22	Great MOOC, thanks!	Jan 29, 2014 1:53 PM
23	na	Jan 29, 2014 1:21 PM
24	Thanks for your time to put this together. I may be willing to engage further down the road, I find this very interesting and am intrigued to learn of the experiences from others.	Jan 29, 2014 12:40 PM
25	I don't live in Toronto. Is there hope for me?	Jan 29, 2014 11:38 AM
26	Like to see emphasis on taxonomy education, case studies, and interviews rather than how to fight for the voice of content strategy within the organization. My view is that specific how-tos, best practices, case studies, certifications, etc. will arm those in a position to execute a strategy daily. Chip away bottom up rather than selling the CXO suite on usefulness of CS. Prove it instead.	Jan 29, 2014 10:43 AM
27	I work with small businesses and corporations that are not very sophisticated with their communications and are desperate for help producing all the digital content that is required in today's marketplace. However, it is hard to find resources aimed at small businesses in particular - it feels like all content strategists work at large organizations and talk and focus about handling things on a much larger scale than is true for smaller businesses. In this ballpark, it's more common for one person to be juggling multiple roles - managing strategy and creation and implementation as well as other marketing initiatives.	Jan 29, 2014 10:15 AM
28	Thanks for working on this - looking forward to collaborating with fellow Content Strategists out there	Jan 29, 2014 10:00 AM
29	Thanks for doing this. Our field is growing, and it seems fitting that this particular group of people would want to grow it in a thoughtful, considered way. I'm excited to see where it goes!	Jan 29, 2014 9:45 AM
30	Very excited to see this happening. Let me know how I can help.	Jan 29, 2014 9:43 AM
31	Again, we really need to shift our mindset away from the tactical. It's difficult to justify to higher-ups that my job is FAR more than content audits.	Jan 29, 2014 8:17 AM

Page 6, Q13. Finally, if you have any other thoughts, comments or suggestions, please share them here!

32	Good luck, folks! Thanks for making this effort.	Jan 29, 2014 7:34 AM
33	Together with 3 fellow enthusiasts, I regularly organize the ContentCafé, the only Dutch networking event around content strategy. Our Twitter handle is @contentcafe (in Dutch).	Jan 29, 2014 6:46 AM
34	What level would you place a content strategist in terms of value? In other words, salary wise, would you say a content strategist is on par with a digital strategist/project manager/IA for example?	Jan 29, 2014 5:34 AM
35	I am really glad you are doing this. Thank you.	Jan 29, 2014 5:23 AM
36	1. Analytics is a frequently overlooked competence in content strategy. Please include! 2. Cultural dominance investigation: as Belgian I speak and write 4 languages out of necessity. Without, I would be insignificant in today's content marketing world. Translation issues are very interesting.	Jan 29, 2014 4:42 AM
37	The LinkedIn format assumes everyone is an employee. Give a thought to the, very many, small independent people working from home :)	Jan 29, 2014 4:13 AM
38	I'm happy to share my materials with you all.	Jan 29, 2014 3:45 AM
39	Content Strategists should be more smart and have understanding across the discipline. Content companies should give more role and importance to content persons.	Jan 29, 2014 3:31 AM
40	x	Jan 29, 2014 3:14 AM
41	Good survey, not boring or too long. Thank you for asking feedback.	Jan 29, 2014 2:45 AM
42	Keep up the good work of focusing the group's dicussions and communication!	Jan 29, 2014 2:22 AM
43	Keep up the great work!	Jan 29, 2014 12:00 AM
44	Need more of CS related how-to guides and blogs	Jan 28, 2014 11:33 PM
45	Thanks	Jan 28, 2014 10:49 PM
46	I'm glad to hear about this initiative.	Jan 28, 2014 10:38 PM
47	This is a wonderful idea! Can't wait to see results of the survey and take part in the new org.	Jan 28, 2014 8:38 PM
48	I know little about content for marketing, and am interested in learning, learning, learning	Jan 28, 2014 7:38 PM
49	So happy to see thing being done! Thank you :)	Jan 28, 2014 7:18 PM
50	This survey is a great idea.	Jan 28, 2014 7:11 PM
51	you guys doing something really useful and in few years you all will be called pioneers!	Jan 28, 2014 6:36 PM
52	I'm not sure why we're starting a new group, when a lot of this is already covered	Jan 28, 2014 5:20 PM

Page 6, Q13. Finally, if you have any other thoughts, comments or suggestions, please share them here!

	under STC as well as other groups.	
53	not at this time	Jan 28, 2014 5:16 PM
54	not this time	Jan 28, 2014 5:03 PM
55	Wish I'd seen this earlier	Jan 28, 2014 4:46 PM
56	This is a terrific idea; thank you for undertaking an initiative that will benefit so many of us.	Jan 28, 2014 4:41 PM
57	Thank you.	Jan 28, 2014 4:40 PM
58	I think there are a lot of different types of content strategists, and to try and narrowly define the discipline is counter-productive. Like designers, we all have our own style and approach to problem-solving. I wish this topic was more prevalent at the conferences and meetups I attend. There are too many people (and clients) trying to make content strategy a cookie-cutter discipline.	Jan 28, 2014 3:32 PM
59	Thanks for doing this!	Jan 28, 2014 3:30 PM
60	I'm excited to see what comes from this, y'all! I feel like I work on an island. It'd be nice to have an earnest group of others to learn from and communicate with.	Jan 28, 2014 3:30 PM
61	love ot know more about the intersextioun of CX and content strategy	Jan 28, 2014 3:22 PM
62	Thank you for doing this!	Jan 28, 2014 3:20 PM
63	Great great idea. I think Australia is doing a lot to be at the forefront of this concept and hope you'll include us! Would love to hear more! Best of luck!	Jan 28, 2014 2:48 PM
64	Good luck. You have my support. Scott	Jan 28, 2014 2:41 PM
65	Thanks for pulling this together!	Jan 28, 2014 2:16 PM
66	Call me! Email me! How can I help? 646-470-1595	Jan 28, 2014 2:12 PM
67	Whats the future of cm? Is it A short lives trend or the future of marketing?	Jan 28, 2014 2:04 PM
68	Not much mention of design/UX/IA here. Wouldn't want to lose this side of our work.	Jan 28, 2014 1:52 PM
69	Content strategy, of course, will always need to specialize in the technical part of the discipline, but it's time to broaden the scope to include more leadership-level brand, culture and strategy work. Basically, we're not allowed to keep using the word "strategy" if we're not going to actually engage in organizational strategy. If we want to keep focusing on nuts-and-bolts content structure, this discipline must change its name to something like Content Management.	Jan 28, 2014 1:26 PM
70	Thanks for providing all these self-learning opportunities. Many folks are just flying by the seat of their pants, learning through online tutorials, best practices, etc....	Jan 28, 2014 1:19 PM
71	You're taking on a lot here, and I appreciate and respect it! Good luck.	Jan 28, 2014 12:47 PM

Page 6, Q13. Finally, if you have any other thoughts, comments or suggestions, please share them here!

72	I don't know who you all are, and I'm a little grouchy today, :) but I seriously applaud you for doing this.	Jan 28, 2014 12:41 PM
73	Good luck with the initiative!	Jan 28, 2014 12:36 PM
74	Looking forward to seeing this group get underway. Great survey!	Jan 28, 2014 12:35 PM
75	Really big fan of the LinkedIn Group, though that was a recent development. Keep ensuring that this is a quality place to hang out and share ideas!	Jan 28, 2014 12:31 PM
76	difference in content offering styles on the basis of demographics	Jan 28, 2014 12:16 PM
77	Would love to see a "real" CS certification developed.	Jan 28, 2014 12:02 PM
78	Any avenue that promotes thinking and the deployment of original ideas/thinking would be great!	Jan 28, 2014 12:01 PM
79	Thank you so much for doing this. I have been a CS for 17 years and I cannot believe how it is still being treated as an emerging discipline.	Jan 28, 2014 11:50 AM
80	It's always interesting to talk content strategy with peers because the context is generally external and marketing-related. I manage content/strategize/am responsible for 1/3 of an Intranet site that supports my company's market-facing staff. That said, the principles of internal and external sites are generally parallel and challenges familiar. I'm curious to know if there are others in Portland's content community who are in a similar, internal-only roles. thanks!	Jan 28, 2014 11:48 AM
81	Very interested in overlap between CS and IA/ UX/ UI design.	Jan 28, 2014 11:44 AM
82	NA	Jan 28, 2014 11:38 AM
83	not at this time	Jan 28, 2014 11:33 AM
84	I would be happy to help this group in any way I can. Please share any needs or opportunities.	Jan 28, 2014 11:29 AM
85	Waiting for the results:)	Jan 28, 2014 11:13 AM
86	Shorter attention spans make us all work harder to communicate more concisely. It's becoming a Content Haiku world.	Jan 28, 2014 11:05 AM
87	Thank you. I think it's a great opportunity for me to grow with you sharing opinions in your excellent linkedIn group and sorry for my pour english.	Jan 28, 2014 10:58 AM
88	n/a	Jan 28, 2014 10:56 AM
89	yay for putting this together	Jan 28, 2014 10:55 AM
90	I may participate more in starting discussions or in existing discussions that are more knowledge sharing. I'm at a very large institution with a distributed model of content ownership, so there may be others in a similar situation that may benefit from (or from whom I might benefit) in swapping stories about implementing strategy.	Jan 28, 2014 10:50 AM

Page 6, Q13. Finally, if you have any other thoughts, comments or suggestions, please share them here!

91	After taking this survey, I feel like people are looking at content strategy the way they looked at social years ago. Yes, there is etiquette but when did people lose common sense and stop taking time to watch what others are doing well and note what doesn't work. I think a community that shares case studies and ways to ensure content strategy is integrated into all marketing/communication initiatives is more helpful than an educational/best practices platform.	Jan 28, 2014 10:45 AM
92	Annual awards!	Jan 28, 2014 10:41 AM
93	Thanks for taking the initiative on this!	Jan 28, 2014 10:38 AM
94	With content strategy, I could foresee a sequel to the dot com bust of the '90s.	Jan 28, 2014 10:24 AM
95	Excited to see where you take this!	Jan 28, 2014 10:18 AM
96	Have you given any thought to starting a professional association for content strategists?	Jan 28, 2014 10:18 AM
97	-	Jan 28, 2014 10:16 AM
98	I think training and certifications, as long as they're substantial, would be important for my content strategy practice. Especially if there's stuff on the East Coast. I do use online sources for gathering information, but I like the intensive workshop experience because I'm able to focus better and absorb more information quickly.	Jan 28, 2014 10:15 AM
99	I really appreciate what you're doing here. Let me know if/how I can help.	Jan 28, 2014 10:15 AM
100	Great idea to form the group. Book reviews. Business case, ROI type case studies Real execution of COPE examples especially digital and offline	Jan 28, 2014 10:11 AM
101	I am currently focused on the intersection of ECM and cloud content management. If done properly, there will be huge rewards, if done improperly it will be a serious liability for major corporations with an ECM mindset.	Jan 28, 2014 10:07 AM
102	Many thanks for putting in the time and effort to create something new for people like me to use. It's really appreciated.	Jan 28, 2014 10:02 AM
103	The most difficult part of content strategy is being able to argue that something needs to be thrown away. Everyone has their favorite bit of content. Acquiring data that demonstrates that content is or is not serving user needs and business goals is hard!	Jan 28, 2014 10:01 AM
104	Thanks for pursuing the ideals.	Jan 28, 2014 10:01 AM
105	Terrific idea! Not so keen on the name, as "Collective" makes it sound Borg-like, but otherwise I like the intent and goals of the organization.	Jan 28, 2014 9:58 AM
106	Thank you! I look forward to hearing more.	Jan 28, 2014 9:56 AM
107	It would be great to have more meetups for professionals to discuss content strategy problems and solutions, rather than meetings aimed at teaching non-CS professionals the value of content strategy. Those of us in the business have ongoing problems we need to solve with practical advice & solutions.	Jan 28, 2014 9:54 AM

Page 6, Q13. Finally, if you have any other thoughts, comments or suggestions, please share them here!

108	Too many thoughts	Jan 28, 2014 9:50 AM
109	Very thoughtful survey -- thanks!	Jan 28, 2014 9:50 AM
110	thanks	Jan 28, 2014 9:48 AM
111	Two years ago, when I was hired as a content creator I loved my job. I spent every day writing, learning to produce videos, expanding my graphic design skills, and working with UI designers and programmers on formatting, code, and HTML, but the dismissal of quality, well-thought-out written content started creeping into meetings, and soon I was asked to find someone else to do the writing so I could focus on video, and then when video got less sexy I was asked to find someone else to do it to focus on creating dynamic content and coding with jQuery (which never resonated with our demographic, but did with the owners of our firm), and now I've been asked to hand that off and manage podcasting. I'd like to find a way to connect with companies who see value in allowing people the space and time needed to create quality content, and to start building a network so I can start freelancing and one day leave my current job. The work has become less and less fulfilling, and I want to spend my days doing, not talking about what we should or could be doing.	Jan 28, 2014 9:48 AM
112	Same as above. Additionally, thank you for this survey. There aren't enough collectives taking an effort to understand the practices of content strategists nor is there an initiative to organize a resource center, much like Wikipedia.	Jan 28, 2014 9:47 AM
113	I'll have more to share on day when I don't have 3 deadlines. I'm sorry I can't take more time today. Thank you for what you're doing for this group.	Jan 28, 2014 9:45 AM
114	Looking forward to what you create.	Jan 28, 2014 9:43 AM
115	I would love to be more involved and to volunteer as I am on sabbatical so please contact me for hosting, volunteer oops and anything else so I can stay active in the field until I look for employment this fall. Thank you!	Jan 28, 2014 9:41 AM
116	I'd be very interested in a formal CS qualification/certification if one became available.	Jan 28, 2014 9:41 AM
117	N/A	Jan 28, 2014 9:39 AM
118	I'm a recent convert to CS from a 16 year career in IA/UX. I'd love to see some educational stuff around people in my situation (assuming I'm not the only one...am I?)	Jan 28, 2014 9:37 AM
119	I'm looking forward to being involved in something specifically geared to content strategy	Jan 28, 2014 9:36 AM
120	the importance of content security is key to a good content strategy in 2014 and is currently not addressed adequately by most professionals.	Jan 28, 2014 9:35 AM
121	It would be worthwhile talking with Lisa Moore who looks after the content strategy special interest group in the UXPA (I think that is its current name) in the UK who has long been an advocate and practitioner of content strategy.	Jan 28, 2014 9:32 AM
122	Why do you only offer male/female options for gender on this form?	Jan 28, 2014 9:31 AM

Page 6, Q13. Finally, if you have any other thoughts, comments or suggestions, please share them here!

123	none	Jan 28, 2014 9:28 AM
124	Content strategy is in a new infancy in the age of the Web. This is not that time to try to fix things in stone, but to continue to explore, develop, and invite new perspectives.	Jan 28, 2014 12:23 AM
125	I think it's really about compromise, and realising that there is content first, mobile first, email first, and a bunch of 'me' firsts competing. I think the trick is showing how we can do them all well and put them all at the forefront in unison somehow.	Jan 27, 2014 10:01 PM
126	dfjka;	Jan 27, 2014 2:48 PM
127	Great Survey	Jan 27, 2014 12:47 AM
128	I would love to be involved. Kevin Nichols	Jan 26, 2014 10:35 PM
129	The whole notion of content strategy and content strategists is relatively new. I suspect a fair number of people are like myself - we have some concept of where we want to go, but would really like to shorten the path we travel by learning from others.	Jan 24, 2014 1:09 PM
130	I'm really a business development / marketing professional interested on using great existing content (such as film/movies/tv, music, books, etc) to create new products and services. The intersection between content and technology which I think is an interesting area to explore.	Jan 18, 2014 11:36 AM
131	Glad to hear about this initiative and happy to help if I can. I think this field is fascinating and necessarily multi-disciplinary.	Jan 18, 2014 6:05 AM
132	Will be a pleasure to get involved!	Jan 18, 2014 5:10 AM
133	I'm not personally in favor of the harsh line drawn between strategy and marketing. I'd guess its only an entirely separate role for larger cos., so a little biased against bootstrappers who do it all and for whom the separation is significantly less relevant. I think its fine to focus more on the strategy but I dislike the idea that if anyone says content marketing on a content strategy forum that they will be deleted. Perhaps it will be less of an issue if the group provides more reference and guidance on what strategy is as a stand-alone. And not a bad idea to maybe do a poll of how many in the group are stand-alone strategists relative to wearing many hats at once.	Jan 16, 2014 8:32 AM
134	It will be great to have a professional group like this to bring us together. I played the role of content strategist where I work (a large academic library), until a month ago when I was able to hire a full-time content strategist. I'll ask her to fill out this survey, as well.	Jan 16, 2014 7:33 AM
135	Thanks for taking this on!	Jan 15, 2014 11:43 AM
136	Not sure how to share the survey. Will try through LinkedIn.	Jan 15, 2014 8:34 AM
137	I am most interested in creating and managing online content and measuring results with minimal investment and ongoing cost. This is for small to medium, founder owned, very conservative b2b businesses in "boring" industries.	Jan 15, 2014 8:31 AM

Page 6, Q13. Finally, if you have any other thoughts, comments or suggestions, please share them here!

	Success is measured strictly on sales increases that can be linked to online activity.	
138	Thank you! The Content Strategy LinkedIn Group is super! I have learned a lot from you!	Jan 15, 2014 7:30 AM
139	Thanks for doing this!	Jan 15, 2014 6:17 AM
140	Thanks for doing this	Jan 14, 2014 4:44 PM
141	I think your work is very important and I love to see the result. I'm currently working on my graduation in Germany about Content Strategy for Higher Education including an academic classification of "Content Strategy" if possible (Ph,D, so it's in english and readable for US folks:). Please get in touch with me if you are interested in the details.	Jan 14, 2014 7:07 AM
142	Thank you for your efforts.	Jan 14, 2014 6:49 AM
143	We need to make a business and career case for content strategy, which many agree is a good idea while few are willing or able to put in the effort. For all their talk about "innovation," businesses remain focused on short-term goals and solutions. And most secondary schools are not preparing students with the skills or perspectives we need to define and promote the discipline of content strategy. Writers need to know database principles. CMS developers need to create better authoring experiences. And everyone needs to know HTML markup.	Jan 13, 2014 7:59 AM
144	Thanks for taking on this task. It's essential for the development of content strategy as a profession.	Jan 12, 2014 7:37 AM
145	Looks good	Jan 11, 2014 11:15 PM
146	Just keep us posted, please let me know if I can help! :)	Jan 11, 2014 7:46 PM
147	Let me know I can help your efforts. Thanks for your work.	Jan 11, 2014 6:33 PM
148	I've been doing content strategy for years, but only realized it earlier this year and then got a job with a title that reflected it. Happy to be part of a larger movement!	Jan 11, 2014 5:58 PM
149	Yay CS communities! Can't wait to be a part of it.	Jan 11, 2014 12:08 PM
150	I thank you for all you're doing to promote and extend the influence of content strategy. CS is finally taking flight in the DC area, but much of it is focused on marketing. Coming from tech comm, I'm more aligned with the technical side of IA and CMS implementation, so I would like to see more of a balance in community learning activities.	Jan 11, 2014 9:07 AM
151	OPEN YOUR EYES/MIND AND START CONTENT STRATEGY FOR MVPD/VIDEO.	Jan 11, 2014 8:05 AM
152	For question 7, I would have liked to have been able to put several answers: I'm a one-woman show!	Jan 11, 2014 6:15 AM
153	Thanks!	Jan 10, 2014 4:59 PM

Page 6, Q13. Finally, if you have any other thoughts, comments or suggestions, please share them here!

154	THANK YOU!	Jan 10, 2014 4:55 PM
155	good survey, good luck going forward	Jan 10, 2014 12:52 PM
156	Thanks for the survey!	Jan 10, 2014 11:57 AM
157	Do what you can to help the community learn from itself. There are lots of different voices valid contributions to make but there is too much defensiveness and closed-mindedness.	Jan 10, 2014 10:13 AM
158	I would like a chance to provide feedback again. It was mentioned earlier in the survey, that you might want our contact information to send us things, I would like to contribute information to you as well. After all, it is all about relationships.	Jan 10, 2014 6:19 AM
159	Okay... first disclaimers on a couple of survey answers: * p1, q1: While I am doing things that I think would fit under the heading of CS, I do not have a CS job title, and those things do not fill up the majority of my time. So while I do some CS, I'm not *a* CS. * p2, q1: Man... how long is a piece of string... I've gone from 2-3 years which is about how long I've been aware of the CS label. However I've been doing a bunch of IAish / UXish things that overlap a lot with CSish things for going on 15 years, and been writing since I could write ;-) Second... confession time. This is the contents of a card that's been on my ideas backlog for about two years "Create an International Society for Content Authors/Strategists modelled on the IxDA to kick the STC's arse". However I'm actively too lazy, and don't really spend enough time in the CS community (or doing CS work), to have actually done anything about it. So yay you ;-) My hope is that this turns out to be a group/association/whatever that's very inclusive. That's it's somewhere that folk can join if they're new to the field or only tangentially associated with it. Something with a very low barrier to entry. I'm hoping that this is more about promoting Content Strategy not Content StrategISTS. That it's going to include product managers and UX folk and developers too and help them with how CS affects their roles. My fear is that it becomes more about Content StrategISTS than Content Strategy. That it gets mired into an over prescriptive definition of what CS is/isn't that . That it ends up with certifications and levels and becomes an inward-looking group that's more about maintaining the association than promoting and advancing content strategy. Hopefully that makes vague sense.	Jan 10, 2014 3:51 AM
160	This is a great initiative. Interested in contributing, very interested to see mission, boundaries and scope to be set,	Jan 9, 2014 8:12 PM
161	Yea!	Jan 9, 2014 6:10 PM
162	I think writers should lobby for Google authorship to be implemented as it will significantly benefit quality writers and content producers to have ranking.	Jan 9, 2014 5:46 PM
163	Content examples and samples are lacking. There's no where to find great examples.	Jan 9, 2014 5:11 PM
164	Thank you	Jan 9, 2014 4:36 PM
165	I know there are active groups on LinkedIn, but it makes me too crazy. I prefer almost any other platform for interaction.	Jan 9, 2014 3:02 PM

Page 6, Q13. Finally, if you have any other thoughts, comments or suggestions, please share them here!

166	I would like to help progress the availability of quality content on the web.	Jan 9, 2014 9:50 AM
167	Question 3 does not apply to consultants. It needs changing This is a great initiative. Hopefully you will publish the results on CS Group as well as to the Collective. This survey hopefully identify who wants to be associated with the CS label and what they actually do. As everyone seems to be putting a different spin on what the term actually means.	Jan 9, 2014 9:15 AM
168	I started looking at non-web strategy resources. Blue Ocean Strategy (Kim-Mauborgne, especially the idea of value innovation) and Learning to Think Strategically (Sloan) are pretty good.	Jan 9, 2014 8:42 AM
169	Melissa and I (at Content Strategy Inc) are passionate about the idea of industry collaboration, training and mentoring, and knowledge sharing. We've been having discussions with other leading CSs about just this kind of thing, and even purchased the domain www.ContentCollective.com. We'd love to be part of this group. This survey doesn't make it clear who's involved, so I can't reach out, but feel free to call me at - Kathy	Jan 9, 2014 4:21 AM
170	I think this is a wonderful idea, and I would love to get involved to help out, meet other content strategists, and grow in my career.	Jan 8, 2014 1:50 PM
171	Awesome work guys!	Jan 8, 2014 12:25 PM
172	NB: I'm unemployed right now, so I used data related to my CS previous job. Sounds like a worthwhile project, let me know next steps.	Jan 8, 2014 11:25 AM
173	It's nice to be asked about my opinions about content strategy!	Jan 8, 2014 11:13 AM
174	Go you guys!	Jan 8, 2014 11:12 AM
175	Too much politics in a very small industry.	Jan 8, 2014 11:10 AM
176	Exciting stuff, here. I'd love to be involved!	Jan 8, 2014 11:09 AM
177	A collective would be great. Looking forward to further placing content strategy high on the priority list of more organizations.	Jan 8, 2014 11:09 AM
178	thanks for doing this	Jan 8, 2014 10:26 AM