



Less Can Be More

Today's content consumer tweets, chats, instant messages, and texts. They consume information in smaller and smaller portions and want to get to the point quickly. When you think about adding content to your online catalog, think about being more targeted about what you add and resist the temptation to load up volumes of content, hoping someone will find something to read. Here are some thoughts.

The Cliff Notes

Cliff Notes were small publications that summarized books for students who were too lazy to read the whole book. Although teachers hated them, students loved them because they were quick to read, gave all the facts, and summarized the key points. Think about the same strategy for your content. Create summaries, one-page overviews, battle cards and quick facts to help get the attention of your reader. You can always link the reader to other places if they want to read more.

Add Content for the Customer

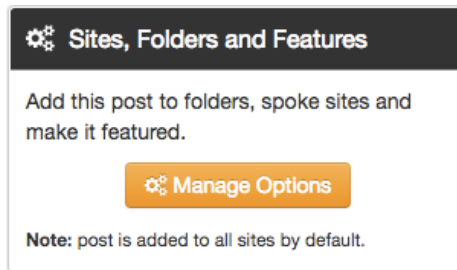
Add pieces of content that are directed to the customer. Again, keep them short, and informational. Make sure the file you add can be downloaded so sales partners can email them. It's also helpful to provide content that can be "co-branded" with contact and company information so the customer can get back in touch with questions or their interest in the services.

Feature Your Content

When you create a content post, you have the option of making it featured. This brings the content to the top of the post list, puts a gold star by it, and showcases it in the featured folder. Make your featured piece short, powerful, and entice the reader to find more content or take an action such as contact you. Featured content can be scheduled to appear and be removed. Here is how it works.



In step 1 of posting, select the orange “Manage Options” button.



Selecting the feature box in “all sites” will make your post featured on all spokes. It will also allow you to schedule when you want the featuring option to start and stop.

Add this post to spoke sites, folders on those sites and feature posts by clicking the check box and adding an optional start and end date. Selecting options in "All Sites" applies those options to all spoke sites.

Site	Add to Catalogs	Folder	Feature	Feature Dates	
All Sites	<input checked="" type="checkbox"/>	All Posts	<input checked="" type="checkbox"/>	Start Date	End Date
Convey Channel Convey Services		All Posts	<input checked="" type="checkbox"/>	Start Date	End Date
Spoke Sites					
Alliance Partners Convey Services	<input checked="" type="checkbox"/>	All Posts	<input checked="" type="checkbox"/>	Start Date	End Date
Cloud Conventions	<input checked="" type="checkbox"/>	All Posts	<input checked="" type="checkbox"/>	Start Date	End Date

Remember, to think the way you like to consume content. Make it easy to find the important stuff first. Don’t throw the kitchen sink at it by including every content asset you have, and feature what’s important.