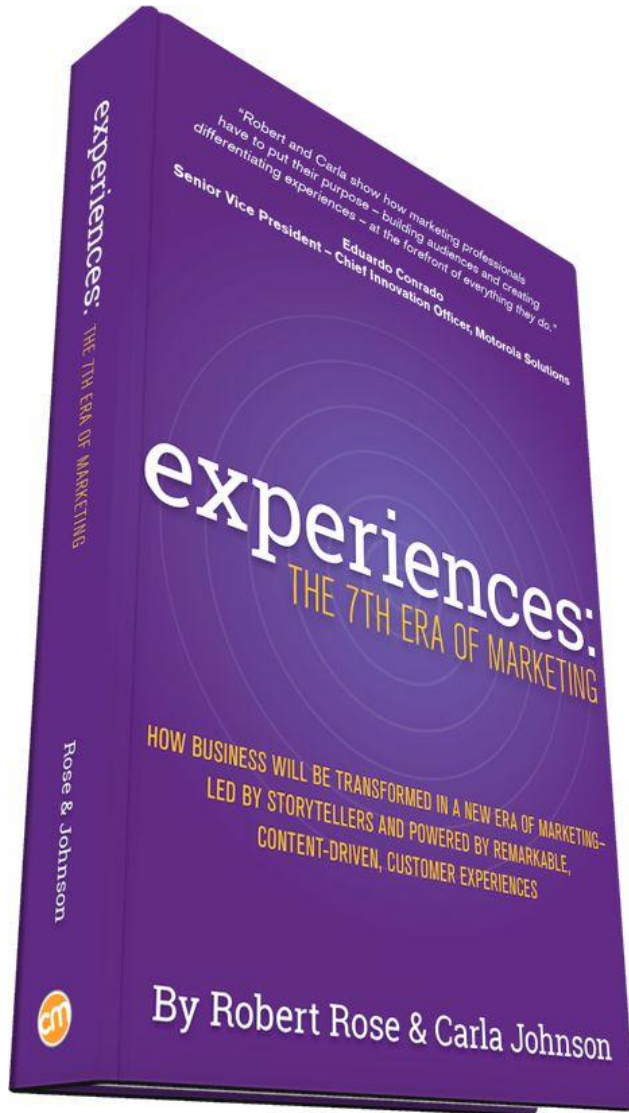


Content Consistency for Enhanced UX





Content Driven Experiences
are the future.

What is Content?

In the web age, **Content** is anything that conveys **meaningful information** to the audience.”

- Erin Kissane, *The Elements of Content Strategy*


Content & UI = The Perfect Combo

sage Live

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Wearable Tech - Now for Businesses

Wondering how wearable tech will help your business? Your FREE guide is here.



Wearable tech is the biggest technology innovation in business since the arrival of the smartphone.

Here's the problem:
Many business people are wondering how exactly wearable tech devices like a smartwatch will help them and their team become more productive and efficient.

In our new FREE ebook *Wearable Tech - Now for Businesses*, you'll find out:

- How wearable tech is fundamentally changing the workplace.
- The key reason why people with wearable tech are 8.5% more productive than their colleagues without wearable tech.
- The types of low-value tasks wearable tech will help you and your team eliminate today.
- How wearable tech will help you make new sense of key business data in real time.

Our free guide to *Wearable Tech - Now for Businesses* is only available for a **limited time**.

Download your free guide today.

[in](#) Use your LinkedIn details

Or

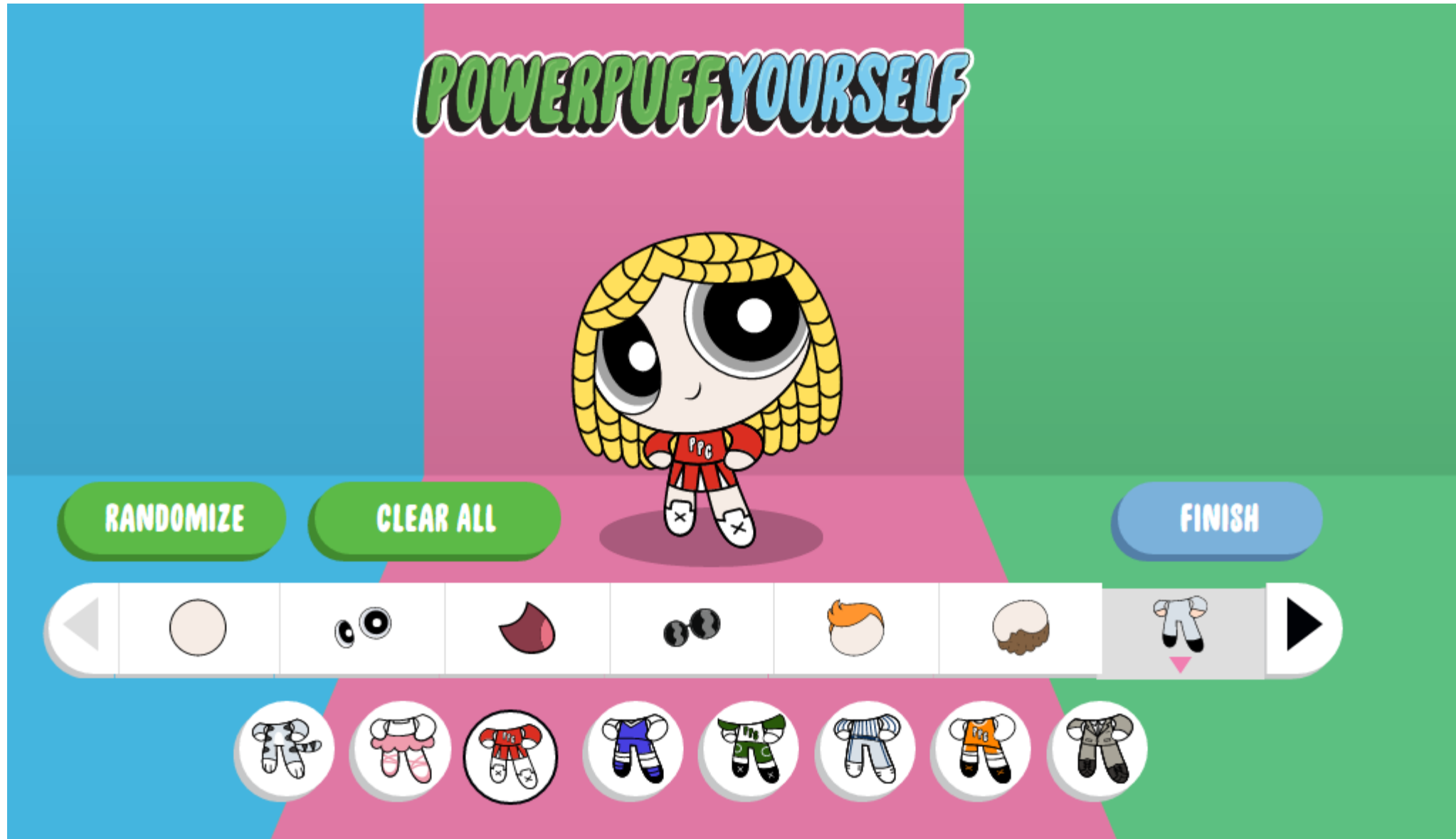
Complete the form below to download the guide:

☐ Contact me

[Download eBook](#)

We may contact you occasionally with information about Sage products.

Content & UI = The Perfect Combo



What is Good Content?



Good Content is that which
achieves your goals.

Think, Feel, Do



the one metric

1. Google Analytics
2. On-page (in-house) metrics
3. Social metrics

Date published	Post Title	Traffic Score	On-Page Score	Social Score	Overall Score
3/5/2014	A Deep Dive into Google MyAnswers				40
3/5/2014	An Introduction to PR Strategy for SEOs				53
3/7/2014	5 Things I Wish I Knew as an Agency Marketer -	44	50	47	47
3/10/2014	How to Set Up Meaningful (Non-Arbitrary) Custom	30	40	35	35
3/11/2014	12 Ways to Increase Traffic From Google Without	87	80	94	87

Sage Content - Strategic Pillars



Sage provides content that perfectly anticipates my needs and connects with me by being authentic, differentiated and easy to find –
Sage content is the only content that's worth my time.

Anticipates
Audience
Needs

Authentic

Differentiated

Found First

Values – all Sage content should reflect these

- *Written to personas*
- *Insight focused*
- *Help vs sell*

- *Human vs company*
- *Customer-inspired*
- *Reflects genuine altruism for SMEs*

- *Ownable to Sage*
- *Uses consistent voice*
- *Info that can't be found elsewhere*

- *Search optimized*
- *Fit for channel purpose*
- *Timed for moments that matter*

Relevant, Readable, Engaging

The Needs & Expectations of Your Audience.

The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother.

- Don Norman & Jakob
Neilsen

Understanding Your Audience - Personas



Friedrich

35 yrs old



"My goal is to introduce a new planning module for administration. This should lead to better integration with the existing system and a paperless system over the next quarter."

About me

What I do

As the finance director, I report directly into the CFO and am her right hand man. On any given day, I divide my time between meetings on cash flow forecasts, cutting costs, planning for the business's future, managing a team who are spread across multiple countries and answering adhoc requests from my CIO. After work is where I keep my credentials up to date through online courses or registering for seminars.

My personal ambitions

Personally I am looking to grow my role, but the days of working all night are behind me.

What I worry about

💰 Cash Flow – I'm always focused on the money – money in and money out. We need to expand and develop our brand presence, but at the same time, I need to be fiscally conservative.

📉 Economy – with the market crashes in 2008, our customers' customers have had a reduced amount of disposable income and this has directly impacted our business over the past few years. It's something that is still very much on my mind.

👥 Staff – I also worry about retaining and training our staff as both have the potential to cost the company money.

💻 Software – I also need our systems to be efficient and future proofed. Moving forward, cloud-based services could be the best solution. But I need it to be intuitive, so that I can convince my colleagues to switch from what we know.

While at work

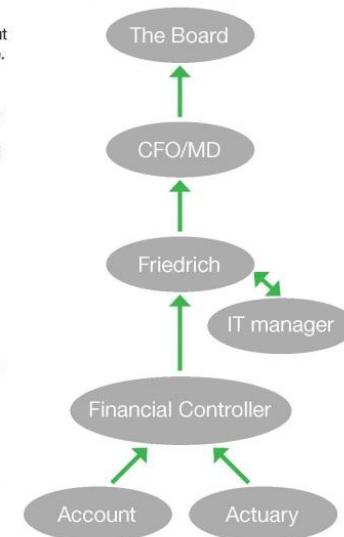
My objectives

In order to stay competitive, I need to keep a tight control on costs so that we remain financially stable. This is my job and I am accountable for it.

Who I work with

I have a team of people who report into me, but I also regularly meet with the leads of departments to monitor revenue and costs.

Software Decision Making Unit



How we use technology

How we stay in touch

I'm constantly connected to the office via email – it's something I could not function without. When I'm away from my desk I am contactable on my BlackBerry or tablet. Sharing of information across the organisation is vital – I am part of a committee that ensures we can do this easily and cost effectively.

In my spare time I dabble in social media, but it's more for personal use and career development than business growth.

The types of software we use

- Payroll
- Book keeping
- CRM
- Service planning
- Program management
- Microsoft Office

Frustrations with technology

1. Information – it's difficult to get meaningful information out of your data quickly and easily.
2. Risk of Errors – with some software, the risk for errors can be too high. We can't have this, especially with our business critical software.
3. Integration – information needs to flow from one system to another. We can't waste resources inputting the same data multiple times.

Understanding Your Audience Expectations



Sage as curator

Sage as creator



Audience
generated
content



Sage
generated
content

Maintaining Consistency across Channel



Style Guide + Brand Guidelines

Understanding Your Audience in the Moment



sage

We're listening. Record Your Message

Here is a script for your recording, use it as a guide, fill in the blanks and add anything you want. Then press the red button.
Your recording cannot be longer than 30 seconds.

Script
Hello my name is _____.
The name of my business (or the company I work for) is _____.
Our biggest business challenge at the moment is _____.
The best piece of business advice I have is _____.

To enter you need to have a **working microphone** plugged into your computer or a built in microphone working on your laptop.

Tell me how to get my microphone working

Click to record your message

Record a different message **Submit**

Questions?