



The 7 Unbreakable Rules of Digital Strategy Success

from *The Digital Crown: Winning at Content on the Web*



#1 Start With Your Audience

Always focus your content on your customers. Develop information that will speak to them, their interests and their needs.



#2 Involve Stakeholders Early and Often

Get important information from the people who affect and control the outcome. Sidestep loaded internal politics by including stakeholders in content planning and execution.



#3 Keep it Iterative

Embrace a growth mindset so that you're always examining your data and feeding that back into your content lifecycle.



#4 Create Multidisciplinary Content Teams

Include subject matter experts on your web team from different areas of the company to improve the quality of your content. You will also gain essential feedback and advocates that will help you gain traction in your internal content efforts.



#5 Make Governance Central

Establish systems for creating, posting and distributing content that will ensure cohesive, consistent, and controlled conversations with your audience—no matter the channel.



#6 Establish Workflow that Works

Create a workflow that takes advantage of the talent you have; one that people can follow and that will ensure a consistent production process.



#7 Invest in Professionals and Trust Them

Digital strategy requires varied talents, many of which you won't find in your company. Hire consultants and other professionals who can help round out your team and create successful projects. Listen to their advice, even if you don't take it.

