



Connecting Content to the Customer Experience

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Content strategy
is the new **black**




























But you'd never know it.
Just take a look through some
of your **customer-facing**
content, or browse through
the internet.





Download and print free sheet music, including our classical piano and vocal music samplers, "Thank You, Soldiers," and manuscript paper. Can you "Handel" such a great deal? You'll be "Bach" for more!!

Free, but what to choose?

	Title	Artist	Scored For	Features
	Guitar Chord Chart - Chords Arranged by Key	OSM	Guitar Chord Chart	 
	Free Sample	Raymond Huntington Woodman	Voice/Piano	 
	Manuscript Paper - 8 Staff	OSM	Manuscript Paper	 
	Classical Piano Sampler	Various	Piano Solo	
	Guitar Chord Chart	OSM	Guitar Chord Chart	 
	Manuscript Paper - Jumbo, 6 Staff	OSM	Manuscript Paper	 
	Guitar Chord Chart - Essential Guitar Chords	OSM	Guitar Chord Chart	 
	Songs for a Head Start - Part One: I'm Getting a Head Start	Rita Gold	Classroom Songs: Piano/Vocal /Guitar	 
	Caroling Lyrics	Various	Lyrics	
	Manuscript Paper - Guitar Neck	OSM	Manuscript Paper	 

I won't be Bach for more!

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[and to order online](#)

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We pride ourselves on our personal service and providing only the highest quality products.
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S4P 2C72
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Fax 306-522-0884
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How do customers **perceive** their interactions with your company?

Customer experience is about
their perception,
not company **intent**.



You need to know

- ~ Who are your customers, **really?**
- ~ What are they trying to do?
- ~ How do they use your content?
- ~ Where do they use your content?
- ~ What content do they need?
- ~ How much content do they need?



TOP GIFTS 2013

GIFTS FOR MEN

GIFTS FOR WOMEN

GIFTS FOR TEENS

GIFTS FOR KIDS & BABIES

GUY GIFTS

Dads, brothers, husbands and boyfriends; all guys are hard to shop for. Don't stress... we have great gift ideas for all the men in your life.



It's that time of year when
we're shopping for gifts

TOP GIFTS 2013

GIFTS FOR MEN

GIFTS FOR WOMEN

GIFTS FOR TEENS

GIFTS FOR KIDS & BABIES

WOMEN LOVE GADGETS TOO

Match tech with style and beauty gifts from VIVA for your mom, sister and girlfriend.



Do you think Best Buy talked to any female customers when compiling this gift guide?

Fitbit Aria Wi-Fi Smart Scale



[Shop Now >](#)

L'Oreal & CoverGirl Makeup

[Shop VIVA Beauty >](#)



Kobo Arc 10.1" Tablet

The Kobo Arc 10HD delivers the best reading experience you can get from an HD Android tablet. This fully-featured multimedia tablet comes with Kobo Reading Life, an exclusive user experience designed to enhance your reading experience.

\$399.99

[Shop now](#)

Fitbit Force Wireless Activity & Sleep Tracker

A powerful fitness companion, Fitbit Force tracks your steps, distance, stairs climbed and more to help you achieve your goals. Working around the clock, it monitors your sleep patterns at night and wakes you in the morning with a gentle alarm.

\$129.99

[Shop FitBit](#)



Kitchen & Dining

[Shop Kitchen & Dining >](#)

Why honey, thank you for the digital scale and fitness tracker. Just what I wanted!

Xbox One - Day One Edition

The Xbox One is an all-in-one entertainment powerhouse that takes your games, live TV, movies, sports and music to a whole other level. With cutting-edge hardware the Xbox One has the power and performance to play hit games, as well as the ability to switch between multiple apps.

\$499.99

[Shop now](#)



Lenovo Flex 15.6" Touchscreen Laptop



[Shop Now >](#)

LG 55" 1080p OLED 3D Smart TV

Who decided
what's
appropriate
for whom?

Logitech Harmony Smart Control



[Shop Now >](#)

T-Tech By Tumi luggage



[Shop Tumi >](#)

Nest Learning Thermostat - Sexy & Intelligent Heating & Cooling



[Learn More >](#)

Panasonic Pro-Curve Triple Blade Men's Shaver



[Shop Now >](#)

Review: Leap Motion Controller Brings out the Tony Stark in Any PC



[Learn More >](#)

Beats by Dr. Dre Solo HD iPod/iPhone Control Headphones with Built-in Mic

Beats by Dr Dre Solo HD headphones are on-ear head gear that are lightweight and compact. But don't be fooled by their exterior, on the inside of these stylish headphones you'll find advanced features that deliver incredibly rich, crisp audio straight to your cranium.

\$199.99

[Shop now](#)

Personas are a critical
component of every
content strategy.
Make them matter.



When's the last time your
company **talked** to a
customer, or **watched** them
use your product, or your
website, or any of your
content for that matter?



You are ***not*** your customer

Your employees are ***not*** your
customers

Your organization is ***not*** your
customer



Consistency is also a critical component of a content strategy.

Consistency serves as a **guide** to customers.



Photos



ZOOM + - ↺



Photos



ZOOM + - ↺



- Rotator Lift Away Vacuum is 3-in-1 and ultra quiet
- It can be a powerful upright vacuum, or a portable pod
- With canister caddy enhanced swivel steering
- Designed with anti-allergen complete seal technology
- Includes ergonomic accessories

Canadian Tire Warranty:

This product carries a 1 year exchange warranty redeemable at any Canadian Tire store.

Inconsistent ways of describing product features make it impossible for me to compare.

- Navigator professional up-lift vacuum never loses suction. It uses a unique bagless cyclonic airflow design that allows for continuous powerful suction. It also has anti-allergen complete seal technology that seals over 99.99% of dust allergens inside the vacuum. Intended for use on all floor surfaces, including carpet, hardwood, laminate, tile and linoleum
- Its lift-away design allows the user to remove the dust canister from the cleaning head, thereby making it lighter and more portable. Simply push 2 tabs and pull the unit up to become the Lift-Away format, serving as a powerful, yet portable vacuum that's great for cleaning hard to reach places
- Vacuum works by creating a movement of air through the system that is designed to separate dirt particles from the air, so that only "clean" air leaves the vacuum. Traditional vacuums typically have a loss of suction power, which results in inconsistent cleaning performance
- The airflow path is completely sealed, ensuring harmful dust and allergens are not emitted into the air. The extra large capacity canister then holds more dirt and refuse to allow for easy emptying
- Accessories included: crevice tool, dusting brush, turbo brush, dust away bare floor nozzle, duster pad
- Replace filter with the Shark XT356C Replacement Pad

Canadian Tire Warranty:

5 year repair only warranty redeemable at any Canadian Tire store

Additional Product Information:

For customer support call: Euro-Pro 1-800-798-7398



NeoStrata Eye Contour Firming Cream

\$33.00

15 ml | ★★★★★

Log in to add this to your Wish List

View all NeoStrata products

This item has FREE Shipping*

1

Add To Cart

Don't keep this deal to yourself



Be the first of your friends to like this.

Especially formulated for the delicate eye contour area to improve skin elasticity. In addition, it reduces the appearance of puffiness.

Ideal for:

- Loss of firmness
- Age 40+

Results:

- Promotes skin elasticity
- Reduces the appearance of puffiness
- Moisturizes the skin
- Restores firmer, younger-looking skin

Formulation:

- Kigeline is a purified extract from the fruit of the Kigelia Africana tree renowned to improve tone and texture of the skin. This cream contains 3% Kigeline.

Chemical Name: Kigeline

Dosage: 3%

Focus is on who it's for, what it does, and what it contains



Neutrogena Healthy Skin Eye Cream

\$25.49

15 mL | ★★★★★

Log in to add this to your Wish List

[View all Neutrogena products](#)

This item has FREE Shipping*

1

Add To Cart ➔

Don't keep this deal to yourself!



Be the first of your friends to like this.

NEUTROGENA® HEALTHY SKIN® Eye Cream is clinically proven to visibly reduce the appearance of fine lines around the eye area. This gentle, lightweight formula containing alpha hydroxy acid gently eases away the appearance of fine lines. Formula works deep in the skin's surface to smooth away fine lines around the eyes. Provides effective moisturization. Contains Vitamin A and Pro-Vitamin B5.

Benefits:

- Visibly reduces the appearance of fine lines and wrinkles around the eyes
- A multivitamin treatment with Alpha-Hydroxy Acid
- Oil-free formula absorbs quickly and won't clog pores

Directions: Apply a pearl-sized amount under eyes morning and night. Avoid getting into eyes. Works well alone or under makeup.

Focus is on benefits and directions for use



Olay Total Effects 7-In-1 Anti-Aging Eye Transforming Cream

\$28.99

14 g | ★★★★★

[Log in to add this to your Wish List](#)

[View all Olay Total Effects products](#)

This item has FREE Shipping*

1

Add To Cart

Don't keep this deal to yourself!



Be the first of your friends to like this.

Total Effects Eye Transforming Cream gives your skin a radiant glow and fights 7 signs of aging all-around the eye area. This soft and creamy formula contains an effective complex of 7 vitamins and minerals, including VitaNiacin, plus cucumber extract and aloe vera. The dermatologist and ophthalmologist-tested formula is specifically designed for the eye area.

Focus is on product description

Content has to be more than
just **pretty**.





français

How can we help you?

Search

Popular

Featured

News

Discover the magic of winter



Content strategy requires that you **anticipate** what customers are doing, and guiding them through their task.





I've already selected my service and my PVR type. now I have these options

Using your Whole Home PVR Receiver Fibe



[Step-by-step tutorials](#)



[See what's on Pay -per -view](#)



[View our full channel line-up](#)



[New to Bell? Get started](#)

[Browse all troubleshooting articles](#)

Getting started with Bell Fibe TV



New to Bell Fibe TV?

GETTING STARTED WITH YOUR NEW BELL FIBE TV SERVICE.

This is the first "page" displayed to me after selecting "New to Bell. Get Started"

Welcome to Bell Fibe TV

We hope you're enjoying your new Bell Fibe TV service. To help you get set up and make the most of your Bell experience, here's some useful information about your service.

MyBell

Manage all of your Bell services online with MyBell. View bills, change programming, view usage, and much more.

Still not a Fibe TV customer? [Find out what makes Fibe the best TV service.](#)

[Log in or register](#)

Welcome

Your Fibe TV service

Your first bill

Your installation

Recommendations to get you going

Fibe TV basics

Become familiar with some of the basic features of your new Fibe TV service.

Fibe TV/Internet modem

Learn more about your Fibe TV/Internet modem.

Whole home PVR

With your new Whole home PVR, all of your recordings are available on all of your receivers. Learn more about this feature.

Finding your TV channels is easy

Use our online tool to easily find the channels you're looking for. You can search by channel number or network on your tablet, smartphone or computer.

Program your Fibe TV remote

Your Fibe TV remote control comes programmed to work with all of your Fibe TV equipment. Learn how to program it to control other devices including your TV.

I scroll down further and see "Recommendations to get you going". I decide to select Fibe TV basics.

Learn more

Step-by-step tutorials

Step-by-step tutorials give you everything you need to know to set up, personalize and troubleshoot your Bell Fibe TV service.

Steps to follow: 10

✓ 1. On your Fibe TV remote, press the yellow **SETTINGS** button.

2. Under **Parental controls**, select **Parental locking**.

3. Using your Fibe TV remote, enter your 4-digit PIN. If you have never set a PIN for this receiver, enter 1234. To find out more about how to setup or modify a 4-digit PIN, please go to topic: How to setup, modify or remove your 4-digit PIN.

4. Confirm your PIN.

5. Next to **Channels**, select **Change**.

6. Scroll to and select the channel you want to lock.

7. The selected channel is indicated by a padlock icon or a check mark, depending on your receiver.

See all step-by-step tutorials.

1. On your Fibe TV remote, press the yellow **SETTINGS** button.





I get a list of tutorials. Not what I was expecting.

Tutorial

Apps (3 tutorials) +

Customize your receiver (2 tutorials) +

Find a channel or program to watch (7 tutorials) +

HD PVR (personal video recorder) (7 tutorials) +

Manage recordings with Remote PVR (1 tutorial) +

Order Pay-per-view or On Demand TV (5 tutorials) +

Parental controls (7 tutorials) +

Recommendations to get you going

Fibe TV basics

Become familiar with some of the basic features of your new Fibe TV service.

Learn more

Step-by-step tutorials

Step-by-step tutorials give you everything you need to know to set up, personalize and troubleshoot your Bell Fibe TV service.

Recommendations and Learn more take me to the same place, tutorials.

Connecting content to
customers means providing
them with **useful information**
along their path.



From Your best match:
QUEEN ST E @ WOODBINE AVE,
TORONTO

- Please confirm your starting point
- [QUEEN ST E @ WOODBINE AVE, TORONTO](#)
 - [QUEEN ST E @ WOODBINE LOOP, TORONTO](#)
 - [QUEEN ST E @ WOODFIELD RD, TORONTO](#)
 - [QUEEN ST E @ WOODGREEN PL, TORONTO](#)
 - [QUEEN ST E @ WOODWARD AVE, TORONTO](#)

To Your best match:
AVENUE RD @ LAWRENCE AVE W,
TORONTO

- Please confirm your destination
- This search has returned identical results. This address or intersection may exist at more than one location in the Greater Toronto Area.
- [AVENUE RD @ LAWRENCE AVE W, TORONTO](#)
 - [AVENUE AVE E @ LAWRENCE AVE E, TORONTO](#)
 - [AVENUE AVE E @ LAWRENCE AVE E, TORONTO](#)
 - [AVENUE AVE E @ LAWRENCE AVE E, TORONTO](#)
 - [AVENUE AVE E @ LAWRENCE AVE E, TORONTO](#)

May exist?


A little more
guidance here
would be useful!

⚠ There are service advisories associated with your trip. You may need to allow extra time to reach your destination.







Option 1


[View the details of this trip](#)

3 transfers

Leaving at 5:33pm from  WOODBINE AVE AT QUEEN ST EAST NORTH SIDE

Using these routes

-   NORTH - 92 WOODBINE SOUTH towards WOODBINE STATION
-  BLOOR-DANFORTH SUBWAY
-  YONGE-UNIVERSITY-SPADINA SUBWAY
-   WEST - 52 LAWRENCE WEST towards MARTIN GROVE

Arriving at 6:26pm at  LAWRENCE AVE WEST AT AVENUE RD

⚠ **NORTH - 92 WOODBINE SOUTH towards WOODBINE STATION** - Service change effective June 21

Choose Between Two Options

- \$15 for \$30 worth of Greek food for two or more valid Friday and Saturday
- \$15 for \$30 worth of Greek food for two or more valid Sunday–Thursday
- Click [here](#) to see the menu.

I'm confused about the options. Either way (Friday and Saturday or Sunday to Thursday), I get \$30 worth of food for \$15. Looks like the same deal for both options. Can you explain the difference?



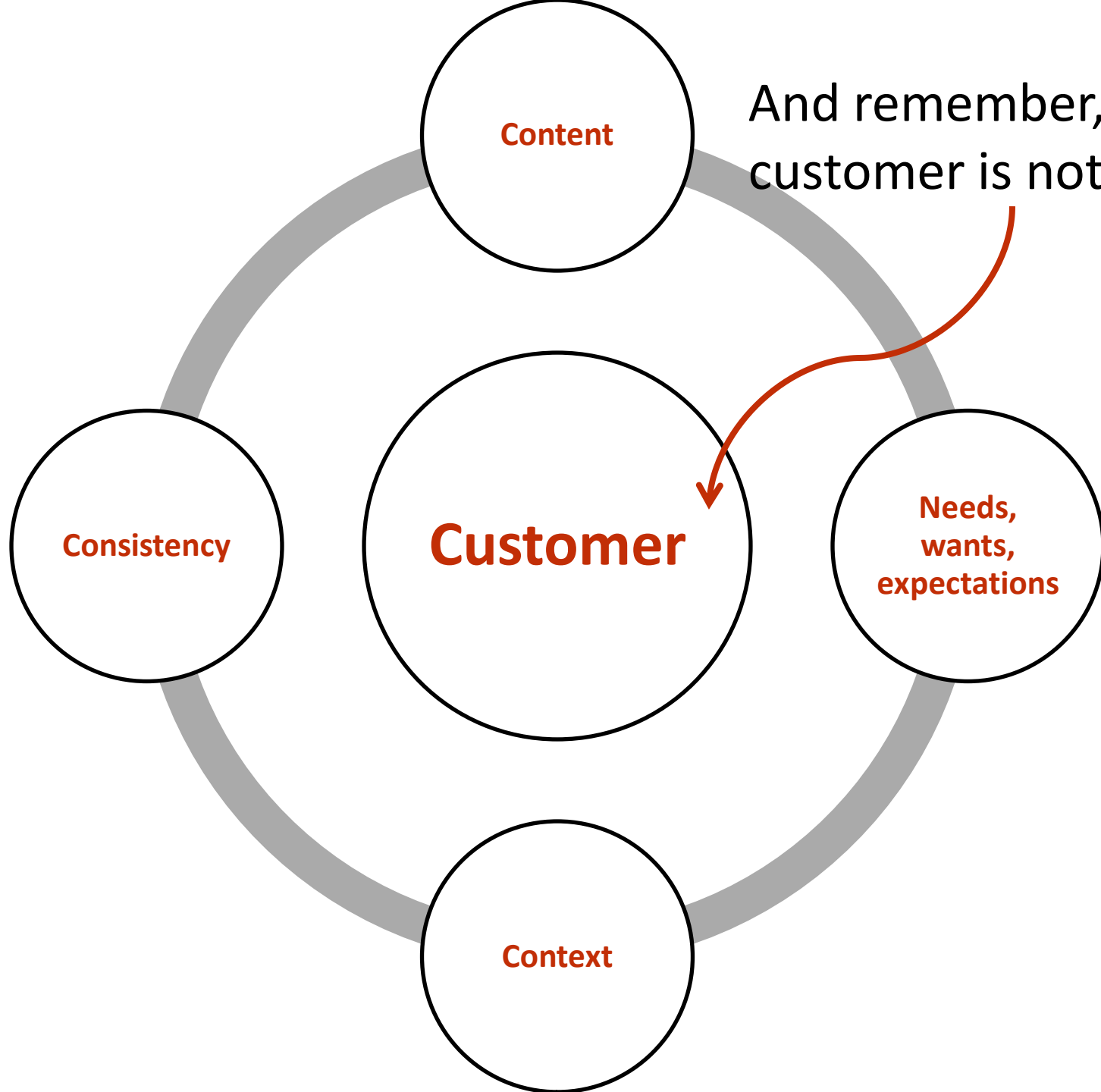
SUBMIT

I'm confused about the options. Either way (Friday and Saturday or Sunday to Thursday), I get \$30 worth of food for \$15. Looks like the same deal for both options. Can you explain the difference?



Error Happened while saving Question

SUBMIT



And remember, the customer is not you

This presentation is
really a plea to...

Make **content** the new black



(Meaningful, customer-centric)

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