



Content development for collateral and the web

Or

(How to generate good content &
push it out)

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CONTENT!

Everybody wants it, but nobody seems to know how to get it. Or enough of it. With information saturating the marketplace, how can you be sure your content is original, innovative and of value to your clients? And what's the best way to push information out without overwhelming your people with too much?

Content!

Content is more than words or images that fill up space. As marketers, you know the power of words and how even one word can make a difference in your message. Today, we'll talk about what makes good content, how to get it and how to distribute it with balance – so your people take notice are not overwhelmed.

So what makes good content?

- Fresh, original, new take on an old topic
- Personable written voice, engaging
- Offers easy to understand nuggets of information that is of value to your readership/target audience.
- Consistency

So what makes good content?

Should you just throw any content out there?

(NO)

But why? And can you ever get away with it?

- When sharing news blurbs, if blurb is sited by original source.

How to get it (content) & things to think about

- Outsource writers
 - Convince people in your firm/company to write
 - Take it from other sources
 - Write it yourself
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- Voice (important or not?)
 - Check your jargon
 - Be descriptive

Watch the jargon/structure

SAN MATEO, Calif.—April 19, 2011—NetSuite Inc. (NYSE: N), the **industry's leading provider of cloud-based financials / ERP** software suites, **today announced** an impressive line-up of industry experts and leading enterprise and service company sponsors scheduled to appear at SuiteWorld 2011, the company's flagship user conference for customers, partners, and developers taking place May 8-12, in San Francisco. May 10th will start with a keynote and new announcements from NetSuite CEO Zach Nelson, who will be joined on-stage by industry luminaries and visionary NetSuite customers. NetSuite chairman, co-founder and CTO Evan Goldberg will start May 11th by setting the future direction of NetSuite's cloud-based business software suites. For registration and more details, please visit: www.netsuite.com/suiteworld.

In addition to the many expert speakers, SuiteWorld 2011 will also feature a list of leading enterprise and service company sponsors, including Baker Tilly, Concur, Cybersource, Dell, IBM, Informativa, NEC, Pitney Bowes and WiPro. And a who's who of the ERP/CRM landscape will provide their perspective on the direction of Cloud Computing including a speaker roster that includes Forrester Research analyst Paul Hamerman, enterprise computing experts Ben Kepes, Michael Krigsman, Vinnie Mirchandani, Paul Greenberg, Denis Prombriant, and Altimeter Group analyst Brian Solis. To get a complimentary one-day guest pass to SuiteWorld, visit: www.netsuite.com/swguest.

These presentations represent just a small fraction of the exciting content lined up for SuiteWorld 2011. With over 80 breakout sessions, pre-conference workshops, and unprecedented access to top cloud computing executives and innovators, SuiteWorld 2011 will be the high-impact cloud computing event of the year.

Have fun with your message!

- VIDEO – [Los Bank Auditors](#)

How to push it (content) out

- Decide what social media platform(s) work for you
- Recycle your content
- Make friends with the Press

Questions? Comments?

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