

User Analysis Summary

Design 3

for the Web

Content Summary

topic	Content marketing and the jobs in it
Data Type	Content Result
User characteristics influence	<ol style="list-style-type: none">1. Examples and definitions2. Different definitions and stories of content marketing.3. What's in it for me?4. Learn from videos and articles5. Provide videos and articles on better understanding content marketing and for how to use it to build a career.
Data Type	Content Result
User needs & goals influence	<ol style="list-style-type: none">1. What is it? What does it look like? What is the "content" in content marketing? What value does it bring to a business?2. Job market3. Provide job titles and their descriptions4. Why do people like content marketing as opposed to advertising?
Website Statements	
website goals	Show designers what content marketing and how they can implement it into their design. Give web designers options on how to explore content marketing in their career.
website message	Designers should explore the ways content marketing integrates with their designs.
Look and feel	Calm, easy on the eyes, fresh, interesting

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From the User Characteristics Survey determine:	
User Characteristics (behaviors)	Design Approach
Learn by practice, Discussion	Examples – thing Real life examples -person, ie reviews, opinions
Repetition – few different ways	Summary at the end of the site
Breaking it down into pieces	Table, bullet points, others way of dividing the information – not paragraphs Key words
Visual learners	Infographics,
Buzzwords	glossary
User Characteristics (motivation)	Design Approach
Big picture	How this topic fits into the profession. Establish the topic How will this benefit me? Where is this information coming from? Facts, statistics, charts, why is this important to me
Gain mastery, self learners	Provide resources, clear pathways, tutorials, tools, links
Actively studying creative and technical skills in digital media development	How does this fit into my skillset?

From your Topic Survey determine:	
Outcomes the User Wants	Design Approach
definition Examples and	Different definitions and stories of content marketing
careers	Job titles and their descriptions

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Videos for learning	List of videos
Websites for learning	List of websites

Resources

https://en.wikipedia.org/wiki/Content_marketing

https://www.glassdoor.com/Job/content-marketing-jobs-SRCH_KO0,17.htm

<https://www.youtube.com/watch?v=jHZNWkOnIQg>

<https://www.youtube.com/watch?v=t5YsXmH5YHU>

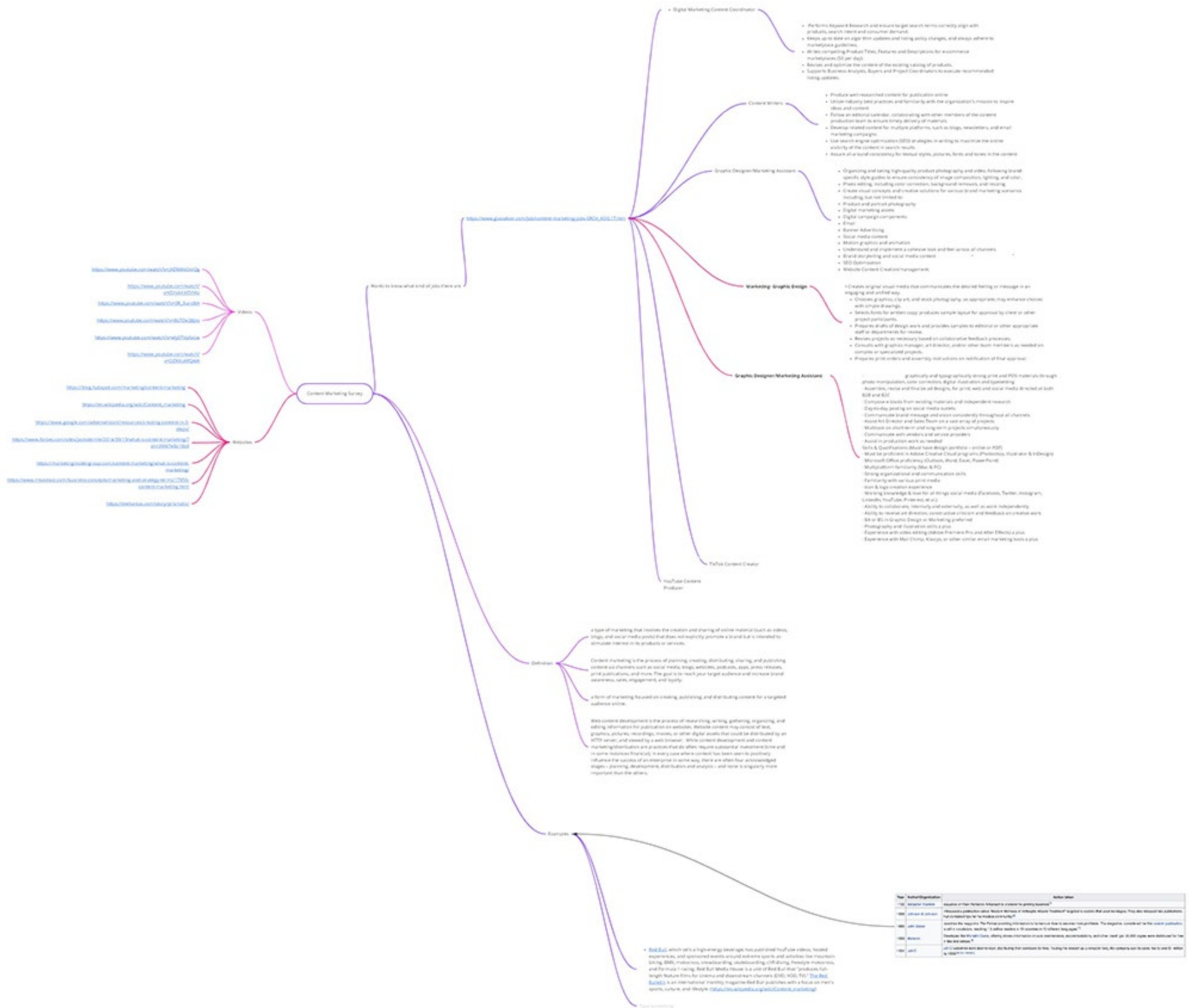
https://www.youtube.com/watch?v=0R_3iarc8IA

<https://blog.hubspot.com/marketing/content-marketing>

<https://www.google.com/adsense/start/resources/creating-content-in-3-steps/>

<https://www.forbes.com/sites/joshsteimle/2014/09/19/what-is-content-marketing/?sh=39f>

Mind Map



Content Card Sorting

Ideas and Supporting Details

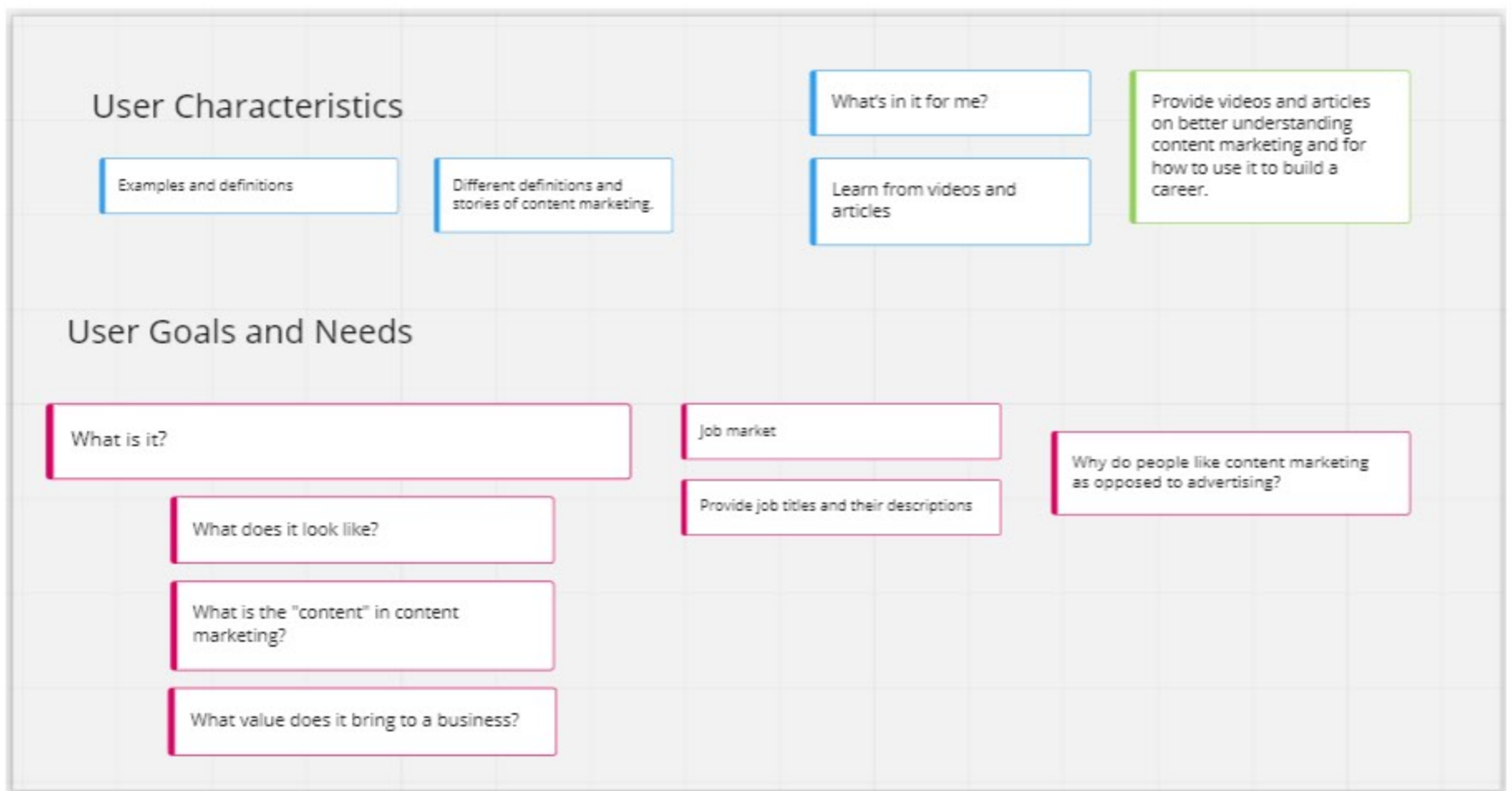
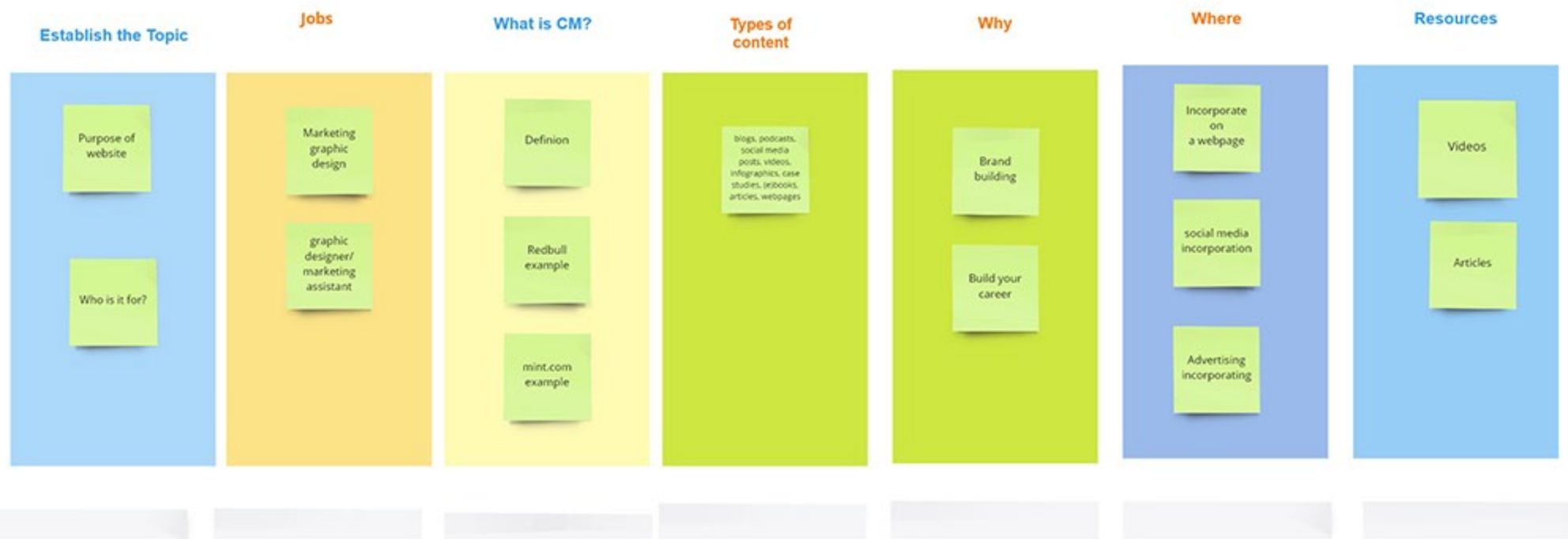


Content Organization

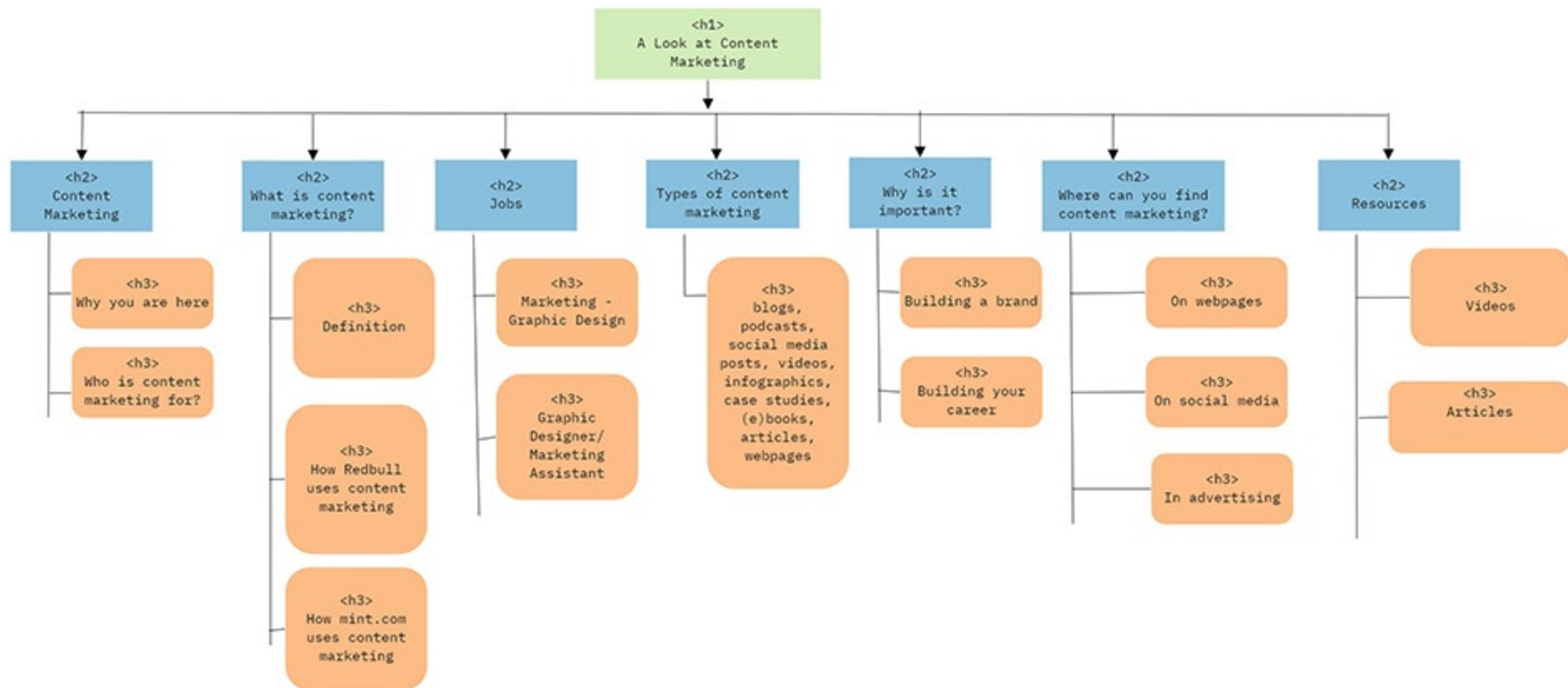
Organization - These are the sections on the webpage

Each column is a main idea (h2). Pull the cards over from the previous step (h3s and h4s)

 = general website items  = user based for your topic

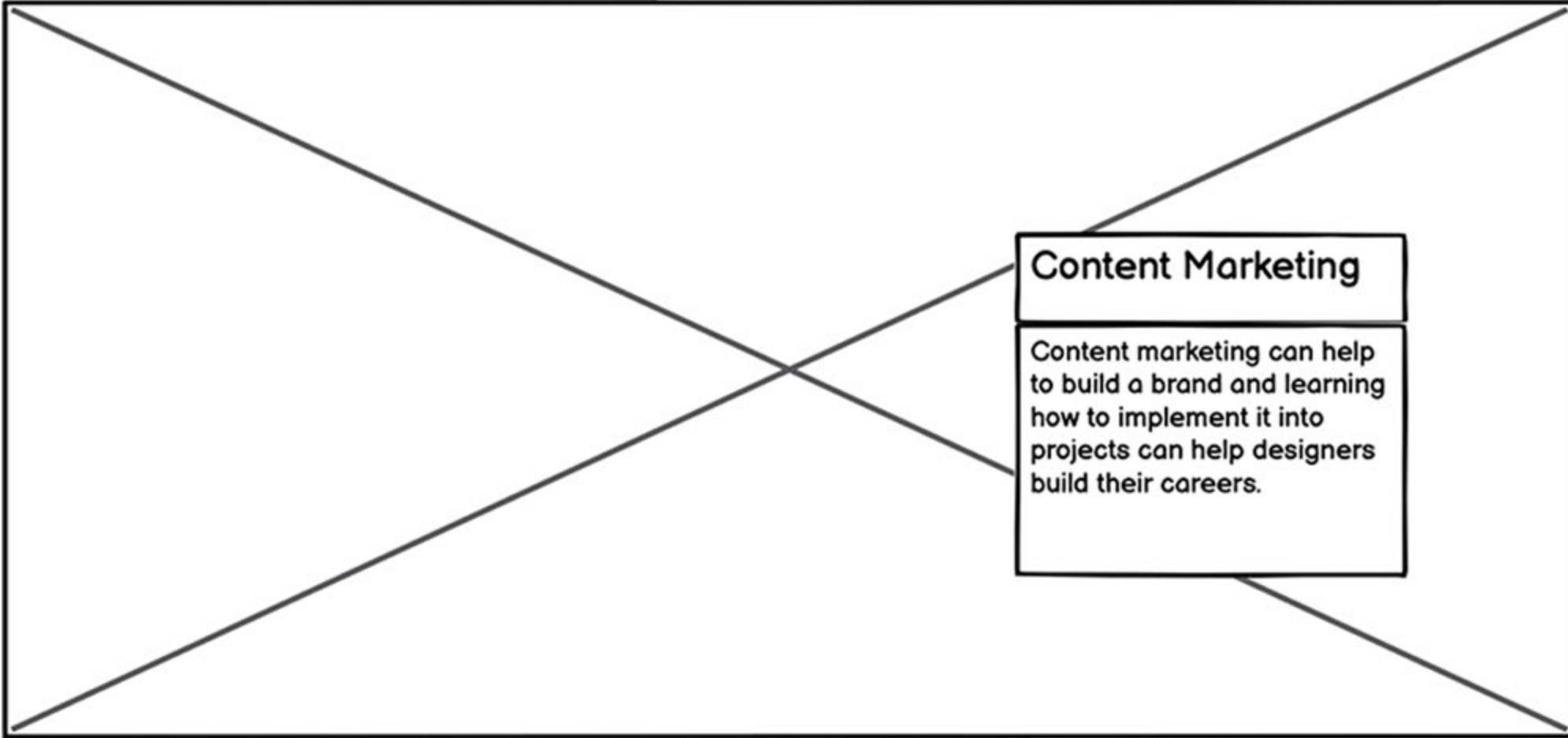


<h> tag diagram



Content Marketing

Content Marketing What is it? Jobs Types Why is it Important? Where can you find it? Resources



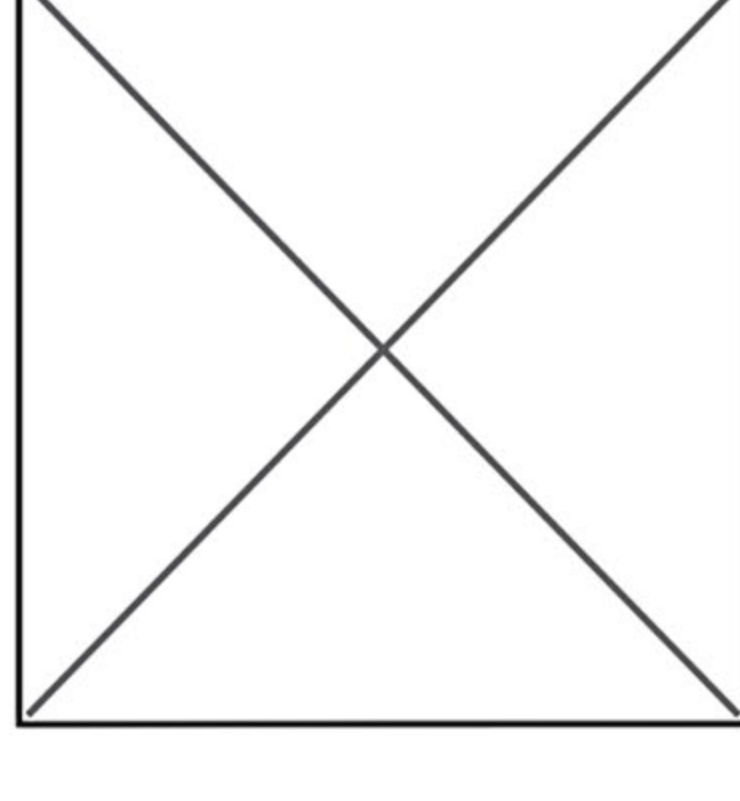
Content Marketing
Content marketing can help to build a brand and learning how to implement it into projects can help designers build their careers.

Content Marketing

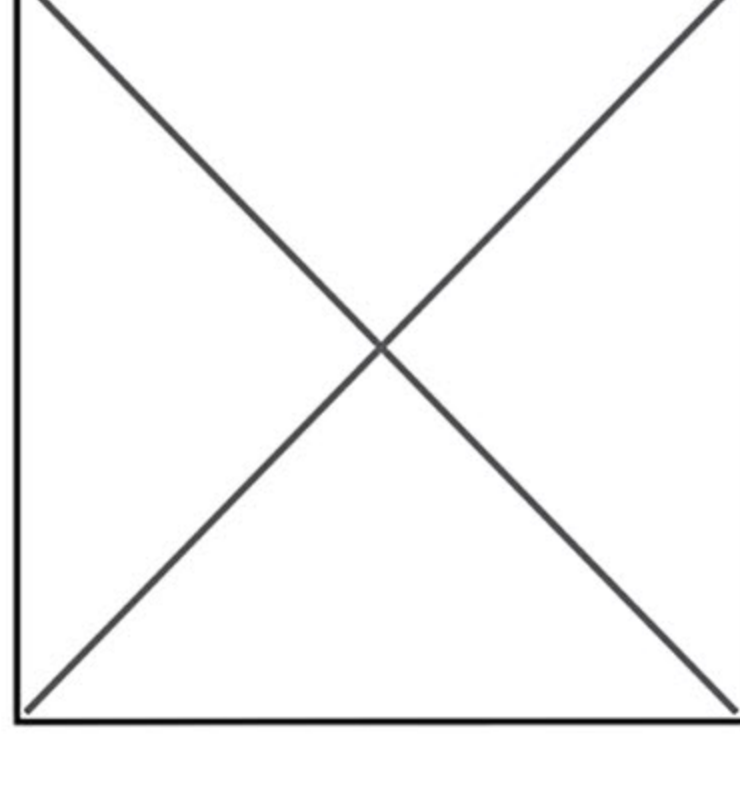
Why You are Here
Understanding content marketing is a skill that can translate in many different design careers and knowing how to use it effectively can set you apart from other designers. Having the knowledge about content marketing can also increase brand awareness, furthering companies and careers.

Who is Content Marketing for?
Content marketing is for brands looking to reach a broader audience. It is also a skill for designers to expand their career options and make themselves more marketable.

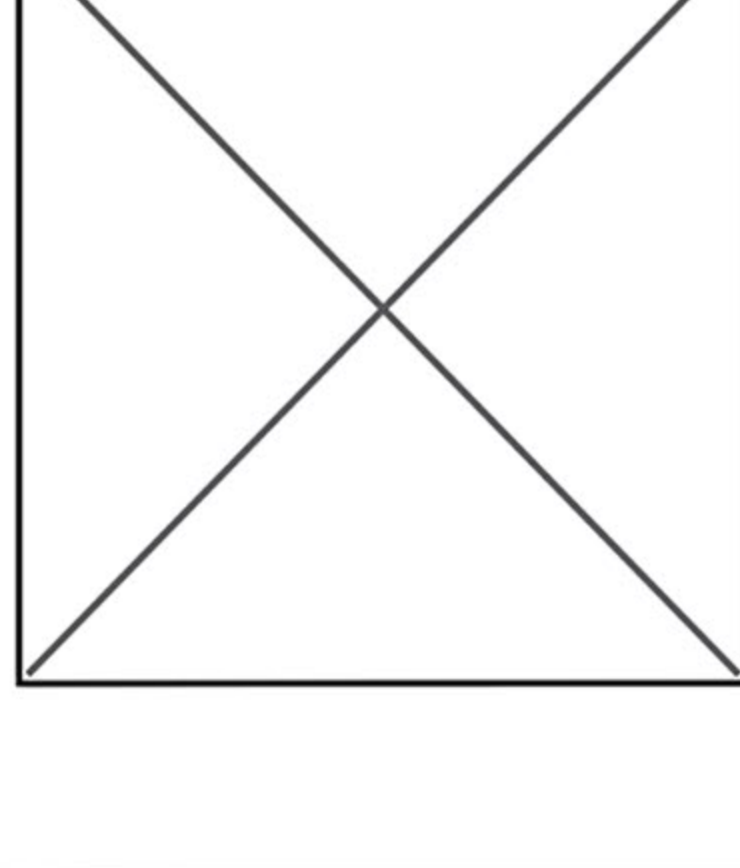
What is Content Marketing?
A type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.



How Redbull uses Content Marketing.
Red Bull, which sells a high-energy beverage, has published YouTube videos, hosted experiences, and sponsored events around extreme sports and activities like mountain biking, BMX, motocross, snowboarding, skateboarding, cliff-diving, freestyle motocross, and Formula 1 racing. Red Bull Media House is a unit of Red Bull that "produces full-length feature films for cinema and downstream channels (DVD, VOD, TV)." The Red Bulletin is an international monthly magazine Red Bull publishes with a focus on men's sports, culture, and lifestyle. (https://en.wikipedia.org/wiki/Content_marketing)



How Mint.com uses Content Marketing.
The personal finance site Mint.com used content marketing, specifically their personal finance blog MintLife, to build an audience for a product they planned to sell. According to entrepreneur Sachin Rekhi, Mint.com concentrated on building the audience for MintLife "independent of the eventual Mint.com product." [17] Content on the blog included how-to guides on paying for college, saving for a house, and getting out of debt. Other popular content included in-depth interviews and a series of financial disasters called "Trainwreck Tuesdays." The popularity of the site surged as did demand for the product. "Mint grew quickly enough to sell to Intuit for \$170 million after three years in business. By 2013, the tool reached 10 million users, many of whom trusted Mint to handle their sensitive banking information because of the blog's smart, helpful content." [18] (https://en.wikipedia.org/wiki/Content_marketing)



Content Marketing Jobs

<p>Marketing -Graphic Design</p> <ul style="list-style-type: none">Creates original visual media that communicates the desired feeling or message in an engaging and unified way.Chooses graphics, clip art, and stock photography, as appropriate; may enhance choices with simple drawings.Selects fonts for written copy; produces sample layout for approval by client or other project participants.Prepares drafts of design work and provides samples to editorial or other appropriate staff or departments for review.Revises projects as necessary based on collaborative feedback processes.Consults with graphics manager, art director, and/or other team members as needed on complex or specialized projects.Prepares print orders and assembly instructions on notification of final approval.\$37,000-\$50,000 a year	<p>Graphic Designer/Marketing Assistant</p> <ul style="list-style-type: none">Conceive and produce graphically and typographically strong print and POS materials through photo manipulation, color correction, digital illustration and typesettingAssemble, revise and finalize ad designs, for print, web and social media directed at both B2B and B2CCommunicate brand message and vision consistently throughout all channelsAssist Art Director and Sales Team on a vast array of projectsMultitask on short-term and long-term projects simultaneouslyDay-to-day posting on social media outlets\$40,000-\$45,000 a year
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Types of Content Marketing

- blogs
- podcasts
- social media posts
- videos
- infographics
- case studies
- (e)books
- articles
- and webpages

Why is it Important?

Building a Brand
Content marketing can help build brand awareness and provides opportunities for the brand to reach a wider variety of people. By employing a content market strategy, brands are able to create a positive connotation relating to them and their products which helps solidify a brand's success.

Building Your Career
Brands want to be successful and to do that they look for people who can make the brand successful. By understanding content marketing and being execute it properly, designers are able to give themselves an edge over other designers and in turn make themselves more sought after and more marketable.

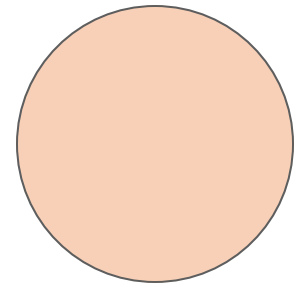
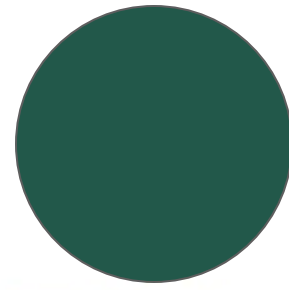
Where Can You Find Content Marketing?

On webpages	On social media	In Advertising

Resources

<p>Videos</p> <ul style="list-style-type: none">https://www.youtube.com/watch?v=jHZNWkOnIQghttps://www.youtube.com/watch?v=t5YsXmH5YHUhttps://www.youtube.com/watch?v=0R_3iarc8IA	<p>Articles</p> <ul style="list-style-type: none">https://blog.hubspot.com/marketing/content-marketinghttps://en.wikipedia.org/wiki/Content_marketinghttps://www.google.com/adsense/start/resources/creating-content-in-3-steps/
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Styleguide



Typeface:

Cabin



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On webpages



On social media



In advertising

Resources

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- <https://www.youtube.com/watch?v=5Yxmh5YHJ>
- https://www.youtube.com/watch?v=OR_3larc8IA

Articles

- <https://blog.hubspot.com/marketing/content-marketing>
- https://en.wikipedia.org/wiki/Content_marketing
- <https://www.google.com/adsense/start/resources/creating-content-in-3-steps/>