

# Technische Kommunikation und Content-Strategie

{TOC}}

Kernaussagen:

1. Die technische Dokumentation braucht wie alle anderen Organisationsinhalte eine Content-Strategie. 1.1. Die Entwicklung der technischen Ab-  
spielplattformen betrifft auch und gerade die technische Dokumentation  
1.2. 1.2. Technische Inhalte beeinflussen die gesamte User Journey 1.3.  
Zwischen technischer Kommunikation und anderen Formen der Organisa-  
tionskommunikation sind viele Synergien möglich
2. Substanz: Auch durch die technische Dokumentation kommuniziert ein  
Unternehmen seinen Usern seine *value proposition*; Botschaftsarchitektur  
und Unternehmens-Styleguides betreffen auch die technische Dokumenta-  
tion
3. Struktur: Das Konzept des Intelligent Content gilt auch hier.
4. Workflow: Technische Dokumentation darf nicht als Silo behandelt wer-  
den.
5. Governance: Technische Dokumentation muss mit den übrigen Inhalten  
gemeinsam gesteuert werden.

# Technische Dokumentation als Content

## Usererfahrung und Markenerfahrung

Suche

Verlinkung

Corporate Voice

CS ist die Steuerung von Inhalten, um durch größtmögliche Nutzergerechtigkeit die Ziele von Organisationen zu erreichen. Das bedeutet, technische Dokumen-  
tation wie alle anderen Inhalte

## Technische Dokumentation und Content-Strategie

### Technische Kommunikation und Content-Strategie: how vs. why

big difference is that tech comm is about the “how”, while content marketing is about the “why”. Better together: technical writers and content marketers

This “how” versus “why” is the essence of the gap, and it must be understood by both tech comm and marketing teams in order to achieve genuine collaboration. Better together: technical writers and content marketers

then the business should recognize the role of tech comm in helping achieve its marketing and sales goals Better together: technical writers and content marketers

### Technische Kommunikativen erkennen User needs

Technical writers are professional communicators with a role that keeps them sharply focused on user needs. Better together: technical writers and content marketers

The common ground between content marketing and technical communication is a strong focus on the needs of the user. Both aim to meet these needs by providing helpful, high-quality information. Better together: technical writers and content marketers —

### Markenerfahrung / Dokumentation als touch-point

When documentation proves truly useful and leaves a reader satisfied, presenting it within a unified brand experience can increase trust and foster loyalty. Better together: technical writers and content marketers

## **User journeys**

The documentation is as important a brand touchpoint as other assets, and it should be treated that way Better together: technical writers and content marketers

We determined what type of content was most helpful at what stage, analyzed what we already had in place and which gaps remained, and developed a plan to fill them and improve our existing materials. Better together: technical writers and content marketers

## **Voice and tone**

Bringing a bit of benefit language, with a very light touch, into the documentation can reveal empathy for the reader and build rapport that helps to get readers more engaged with the content Better together: technical writers and content marketers

Apple's documentation provides numerous examples of this, often explaining at the topic level in very direct terms "why" a function or feature exists before going into "how" to use it. Better together: technical writers and content marketers

## **Tech comm und Marketing Content**

What marketing value does technical content have, and how can it be efficiently leveraged? What do tech comm and content marketing teams stand to gain by working collaboratively? The answer in short is: quite a bit, on both the tech comm as well as the marketing side. But to get there, a shared understanding of business goals, a mutual respect for the talents that both teams bring to the table, and a strong methodology of cooperation and collaboration are needed. Better together: technical writers and content marketers

## **Technische Kommunikatoren als Quelle und Schöpfer von Marketing-Inhalten**

In 2016, 47 percent of B2B buyers viewed three to five pieces of content before engaging with sales Better together: technical writers and content marketers

And while tech writers have never followed this line of thinking, content marketers can help add new arguments for the business value of great documentation. Better together: technical writers and content marketers

When tech comm plays a bigger role in the creation of marketing content and helps make that content more effective, it becomes more obvious to other stakeholders that great documents can be a tool for organizational growth. The marketing team can be a strong advocate for the business value of technical documentation. Better together: technical writers and content marketers

When the work of technical writers is leveraged to help the efforts of content marketing, the most important result is higher quality content for information consumers. A Better together: technical writers and content marketers

ways your existing technical content can enable and inform the work of the content marketing side of your organization Better together: technical writers and content marketers

## **Dokumentation und Erfolgsgeschichten**

Documentation articles can even be used to inspire success stories. The idea is to take relevant articles that are frequently read, and ask outside partners to tell the story of how they followed these processes through to successful completion. Better together: technical writers and content marketers

every time marketing teams take content inspiration from documentation, they must remember to include the “why” benefit argument. This will make the content more relevant to those who are searching for solutions to their problems, but who are not yet customers. Better together: technical writers and content marketers

## **Einsicht in Bedürfnisse**

And by mining documentation metrics, such as page traffic, time on page, and usefulness ratings, marketing teams can get valuable

insight into the needs of solution seekers. Better together: technical writers and content marketers

performing regular reviews of documentation articles and highlighting those with strong usage statistics, marketers can glean a wealth of material to form the basis of best practice and tutorial content such as blog posts, videos, webinars, and whitepapers Better together: technical writers and content marketers

## **Content Marketing / Dokumentation zur Steigerung der Attraktivität des Webangebots**

Your existing documentation is content marketing, whether your organization realizes it or not. The documents are a huge, search-friendly resource of topic-relevant information that is specifically designed to help people. Search engines love content like this but, to give your business the SEO credit it deserves, the docs should be published on your root domain ([www.yourcompany.com/help](http://www.yourcompany.com/help)) or on a subdomain Better together: technical writers and content marketers

As Rand Fishkin of SEO leader Moz Inc. sums it up: “[The] best way to sell something: don’t sell anything. Earn the awareness, respect, and trust of those who might buy.” Better together: technical writers and content marketers

A simple keyword and tag strategy, based on the search queries of solution seekers, should be defined by marketing and implemented throughout the documentation. T Better together: technical writers and content marketers

EO factor alone is very important, where docs can help potential customers who are searching for solutions to more easily find the company’s offerings Better together: technical writers and content marketers

high-quality documentation increases brand confidence and helps solution seekers achieve success with products they’re able to try out before purchasing Better together: technical writers and content marketers

With the pervasiveness of forums and review sites, customer loyalty and first-hand recommendations are more important than ever to the growth of a product or service. The influence of great documentation cannot be stressed enough here. Better together: technical writers and content marketers

## Technische Dokumentation und Verlinkungs-Struktur

The same idea should be applied to the link structure of the documents. Though linking can be a more complex topic, it's worth addressing, as links are another crucial way that search engines determine which articles are relevant to what topics. Better together: technical writers and content marketers

## Interaktivität > Modern consumers expect their online experiences to be interactive. Make sure your documentation doesn't deny readers the valuable opportunity to communicate with your company. Better together: technical writers and content marketers

## **Kooperation von Marketing und Tech Comm: Wie lässt sie sich organisieren?**

teams work collaboratively within the same system, they can build a single source of valuable documentation that perfectly serves information consumers both before and after purchase. Better together: technical writers and content marketers Once the marketing and tech comm teams have the groundwork in place to understand their roles in supporting one another and advancing the goals of the business, they should keep the relationship close as they move forward. Better together: technical writers and content marketers

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## **Arbeitspraxis: Kollaboration**

My company, K15t Software, builds tools to help organizations take a collaborative approach to documentation, so we're keenly interested in exploring the benefits that come from using a shared documentation and content platform throughout an organization Better together: technical writers and content marketers

my company, we're on a journey to make the relationship between technical writers and content marketers truly collaborative. Th Better together: technical writers and content marketers

there is the long list of aforementioned advantages to be reaped when documentation is leveraged collaboratively. Better together: technical writers and content marketers

By taking steps to bridge the gap between technical writers and content marketers, through tactical changes, shared understanding, and a collaborative approach, your organization can increase the effectiveness of each team along with delivering a better experience for

customers and customers-to-be. Better together: technical writers and content marketers ## Kooperation mit anderen Stakeholdern/Unternehmensweite Kooperation

These stakeholders should also communicate regularly with leads from other departments such as sales, customer service and support in order to receive feedback about the quality and effectiveness of the documentation and marketing content produced Better together: technical writers and content marketers

Marketing and technical communication teams must come together with other stakeholders of the company and come to a shared view of the business objectives, the strategy that will be used to get there, and what tactical roles each team must play to succeed. Better together: technical writers and content marketers

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## **Organisation der Zusammenarbeit: buyer's journey**

Following the alignment of business goals, the next step we took in my company was achieving a shared understanding of the buyer's journey. Better together: technical writers and content marketers

marketers and technical communicators both have important roles to play at multiple stages in any buyer's journey, and the best way to achieve this is an open and effective collaboration. Better together: technical writers and content marketers

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## **Technische Aspekte**

### **Fallstudien**

**Quellen: Better together: technical writers and content marketers**