

# From tech comm to marketing: a tangled journey

Michael Priestley

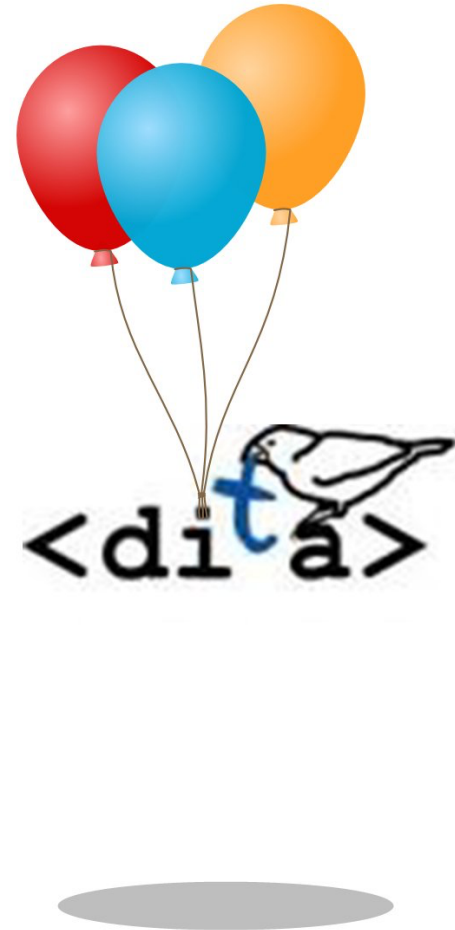


# Michael Priestley

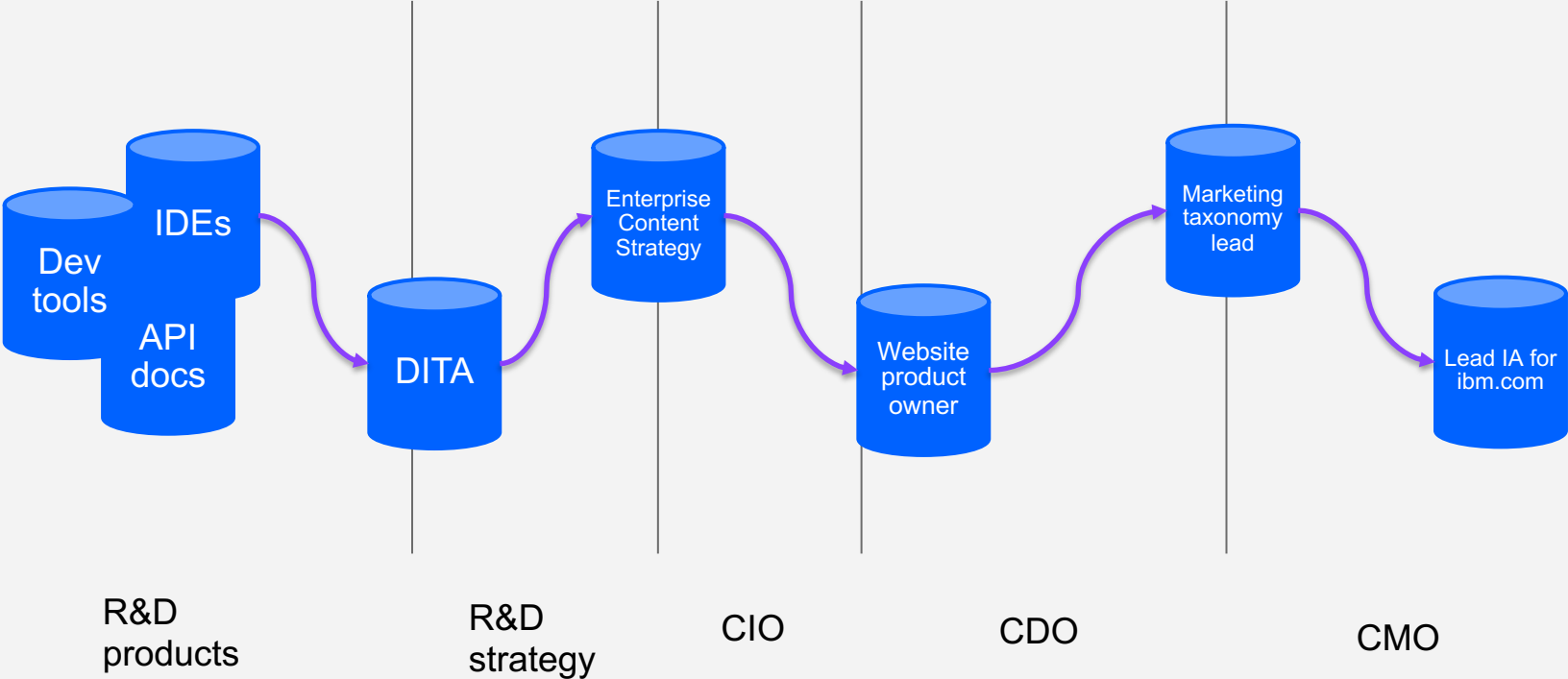
## @ditaguy

Michael Priestley is an information architect and enterprise content strategist, currently leading information architecture across the ibm.com website and its 40+ million pages, from marketing to support. He has experience working with and across documentation, support, training, and marketing content as an information architect and enterprise content technology strategist.

He was one of the original architects and editors of the DITA standard, was named an OASIS Distinguished Contributor in 2017, and is currently co-chairing the Lightweight DITA subcommittee.



# How did I get here?



All marketing is  
user assistance,  
all user assistance  
is marketing

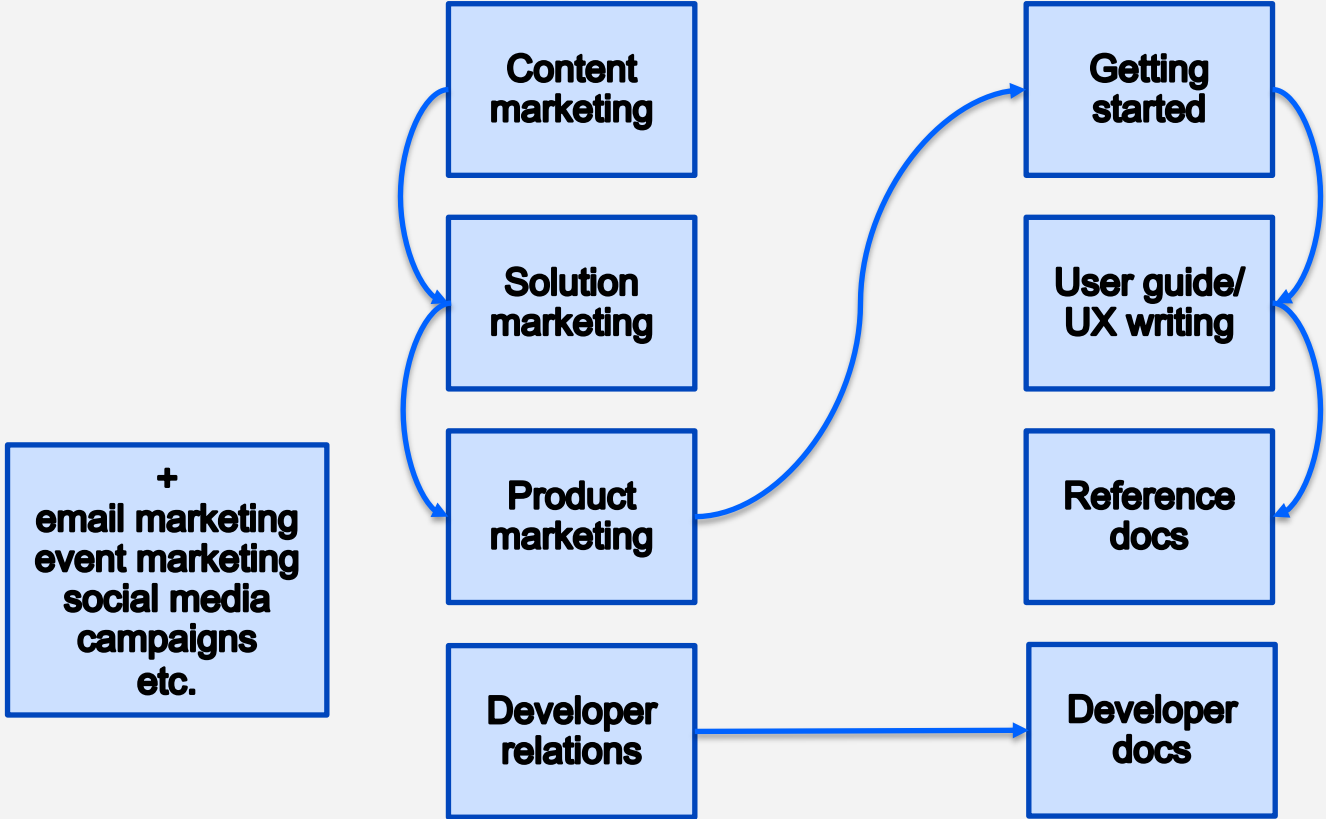
Mike Atherton

**YEAH, WELL, YOU KNOW**



**THAT'S JUST LIKE,  
UH, YOUR OPINION MAN**

# Marketing vs Docs



# Transferable skills

## Domain knowledge

- How your product works
- Audience needs and goals

## Project management

- Scheduling tasks and tracking deliverables
- Communicating status
- SME relations

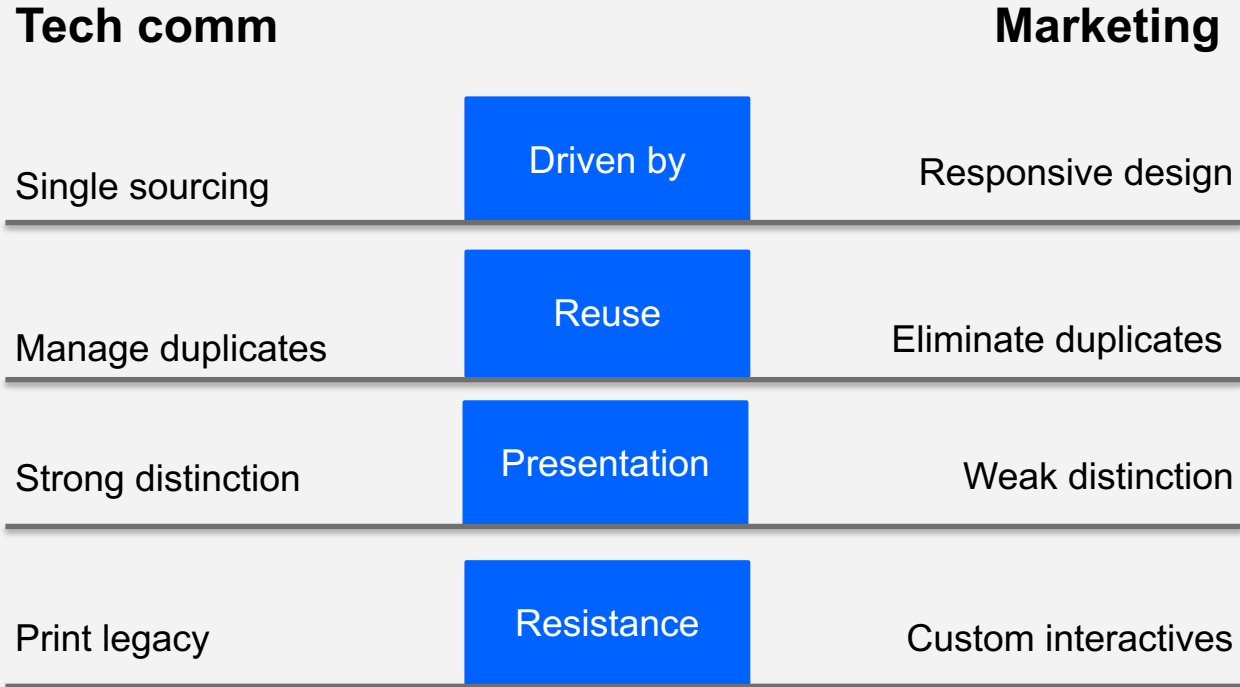
## Information architecture

- Navigation
- Linking
- Site maps
- Taxonomy

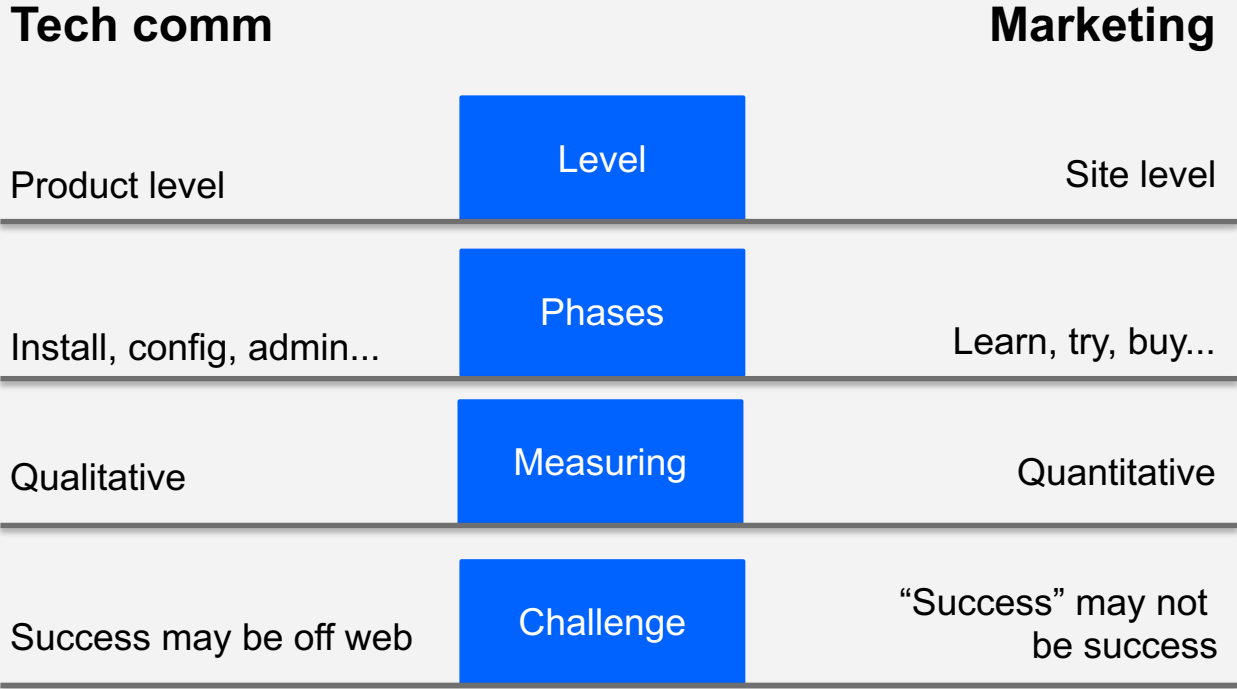
## Clear, focused, understandable content

- Good content helps the reader

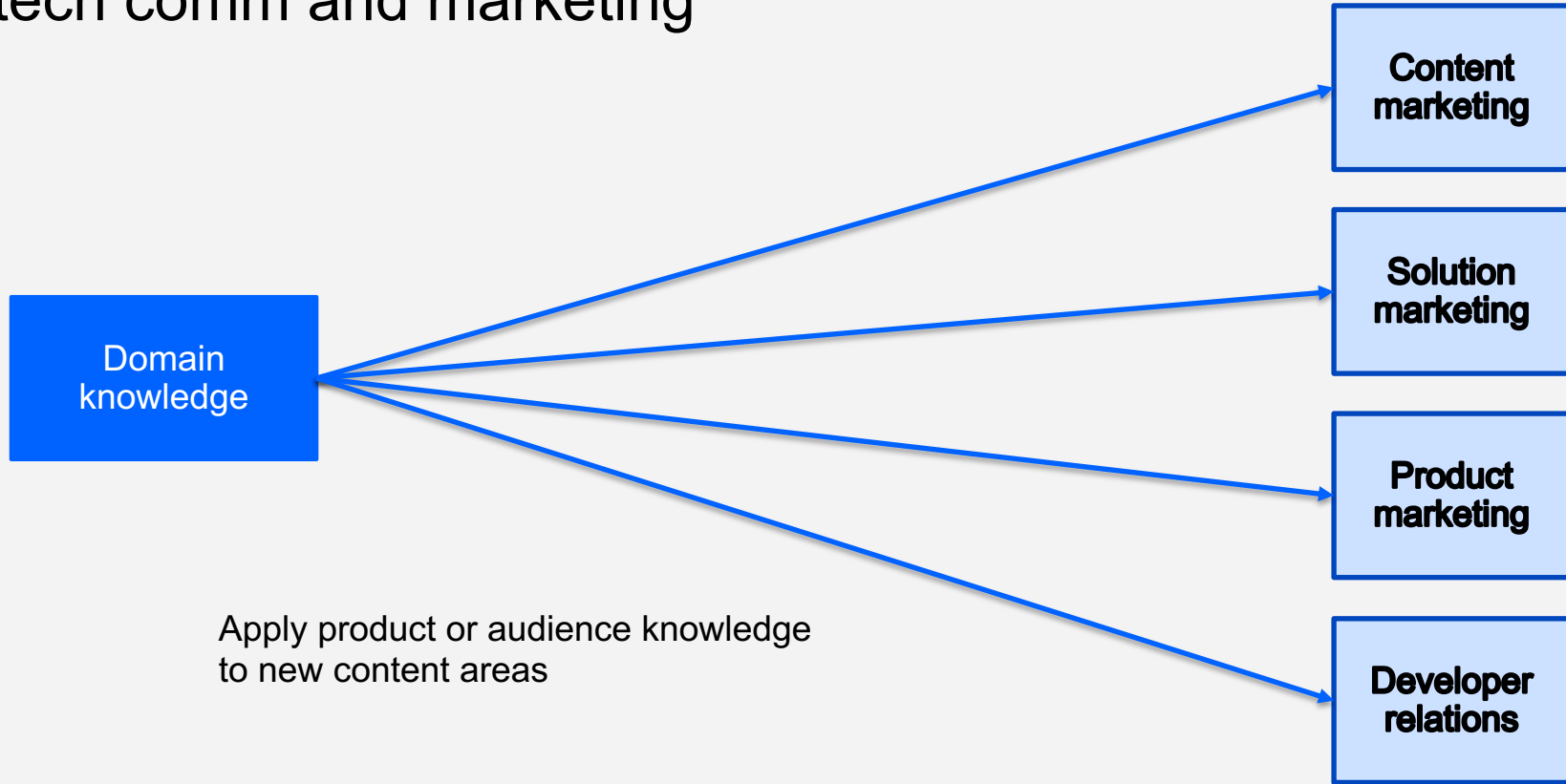
# Structured authoring



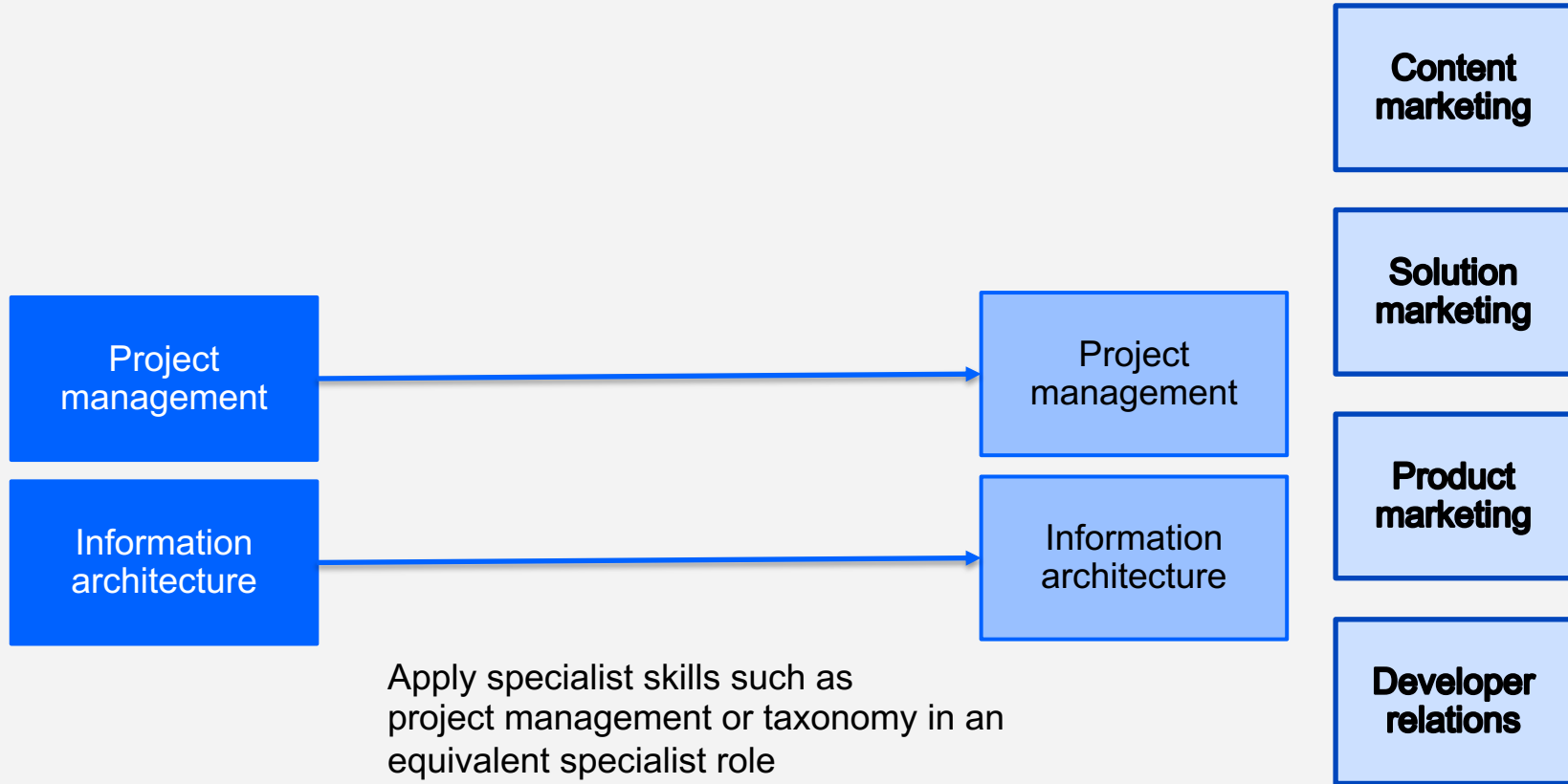
# User journeys



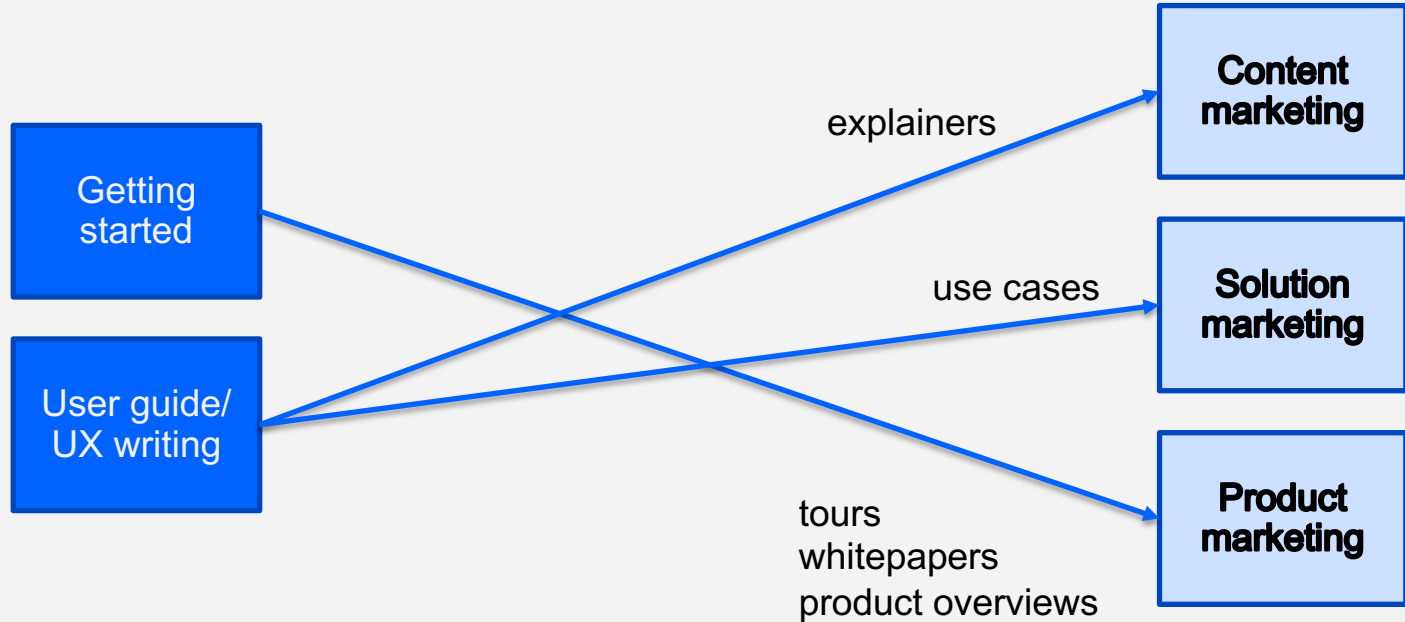
# Domain knowledge is needed in both tech comm and marketing



# Specialist roles can map across silos



# Content overlaps are opportunities

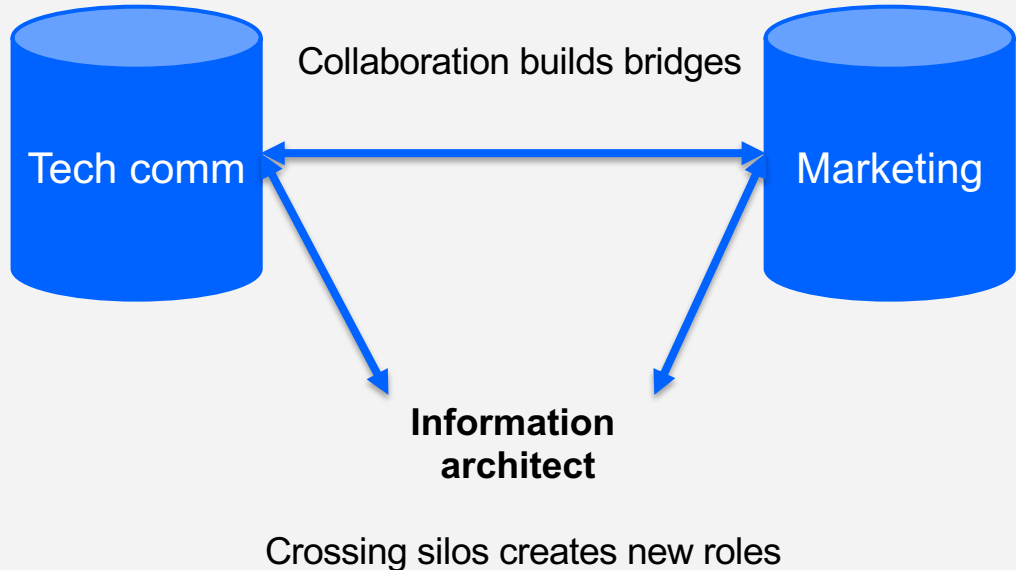


# Who do you know?



- Build connections with your marketing team
- Join local groups with marketing focus
- Understand their language and needs
- Look for a need you can fill

# It should be easier



Marketing and tech comm should be working together – along with training, support, sales, etc.

Collaborate to support entire customer journey

Coordinate on common keywords for search

Coordinate on use cases from marketing through docs