



Presented by

Lasselle-Ramsay

Connecting Users and Content

Prepared for



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Panel



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**How do you measure success?
What tools do you use to
evaluate the success of your
content?**



Where's the WOW? How can content help you move from customer satisfaction to customer and brand loyalty?



How do you get cross-functional alignment so you are speaking to your customers with one voice?



How do you make decisions about the value of content? If you had \$100 to spend how would you decide where to spend it?



Continue the Conversation



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