Promoting technical writing in your company

Being important is important!
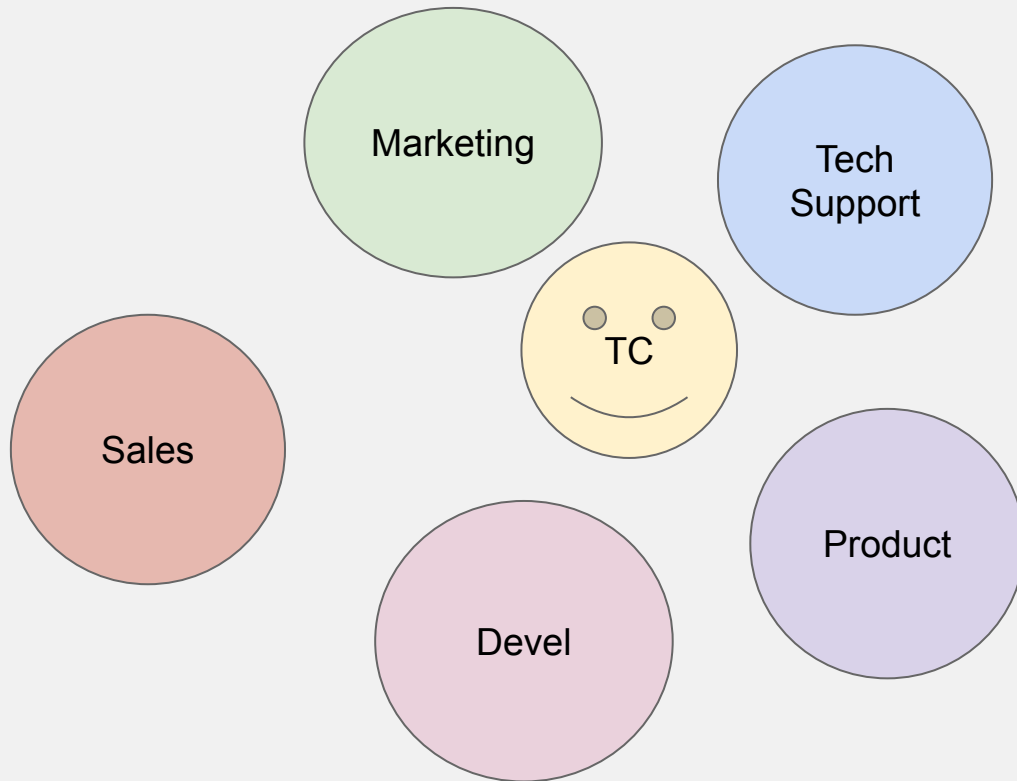
Vendula Ferschmannová
TWE Workshop 2019

Communication

- Communication channels
- Use available initiatives
- How much time you have
- Subject of communication
- Recipients

Which teams you can contact

Marketing

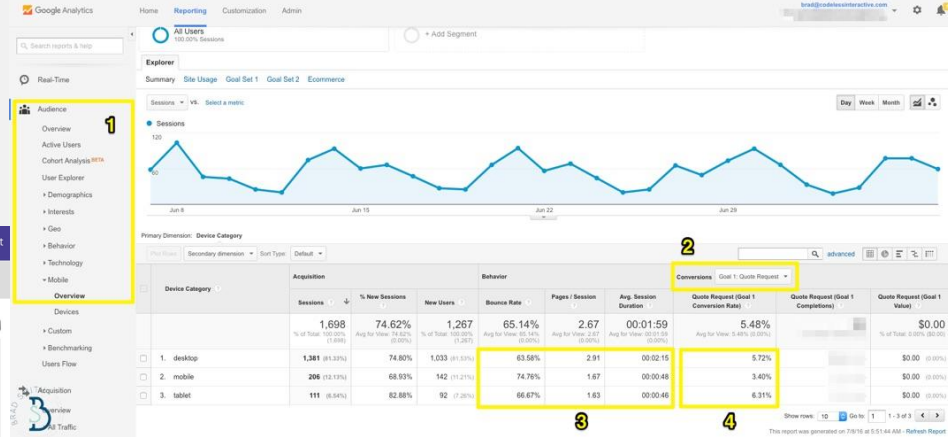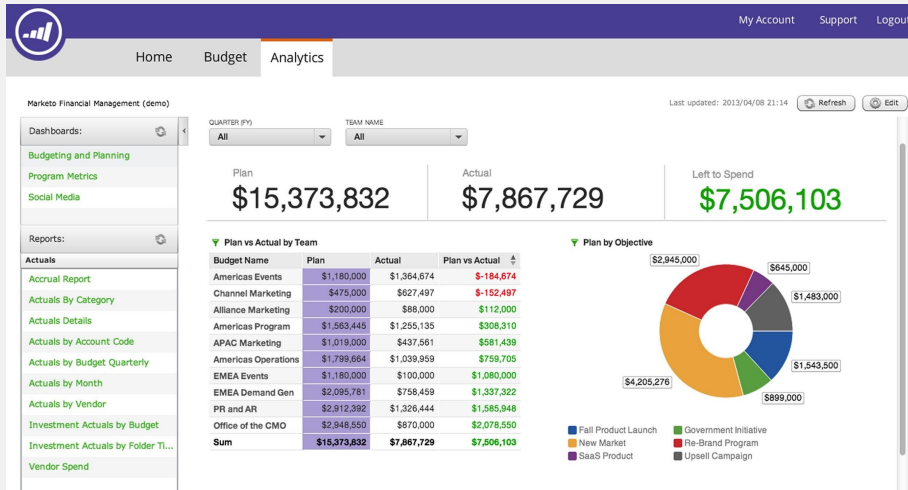**What are the differences:**

- We can tell the truth about products
- We are not visible
- We don't have that much money

What we have in common:

- Working with texts
- Explaining things
- Building content marketing
- Make customers happy
- Using the same tooling
- Measuring methods

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Marketing

- Google Analytics, Adobe Analytics,...
- Marketo,...

Marketing

How to collaborate:

- Install their measuring methods
- Gather statistics
- Build content marketing
- Keep an eye on marketing texts' accuracy and technical quality
- Ensure term consistency
- Communicate new deliverables to marketing, they can create their new content using yours
- Contact social media specialists to use documentation as a their source. They will promote your docs, you give them food for their greedy channels

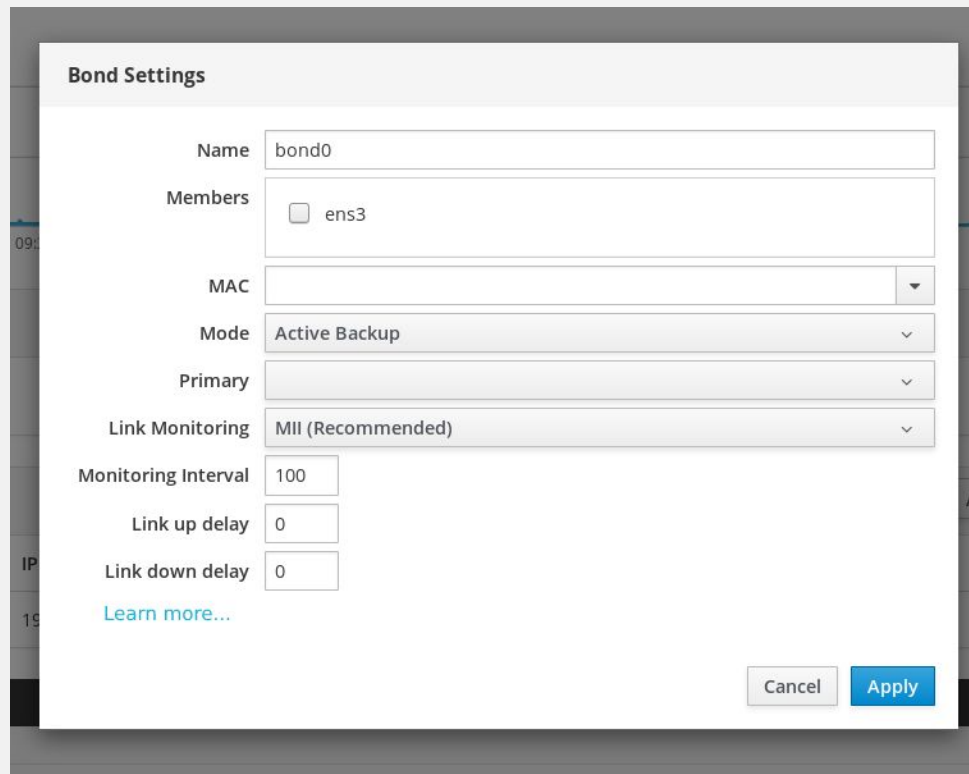   All new content should be promoted by socmed professionals

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Development

- UI/CLI texts
- Product L10ns
- Help to design new features
- Filing bugs
- Embedded help
- Release notes
- Dev+doc+qe initiative
- Agile

Development

- UI/CLI texts
- Embedded help
- Dev+doc+qe initiative

Technical Support

- Technical support workload depends on our results
- Tech supporters should use our work every day
- Do you collaborate with your support?
- What is your workflow?
- Do you keep your deliverables separate or do you collaborate on topics?
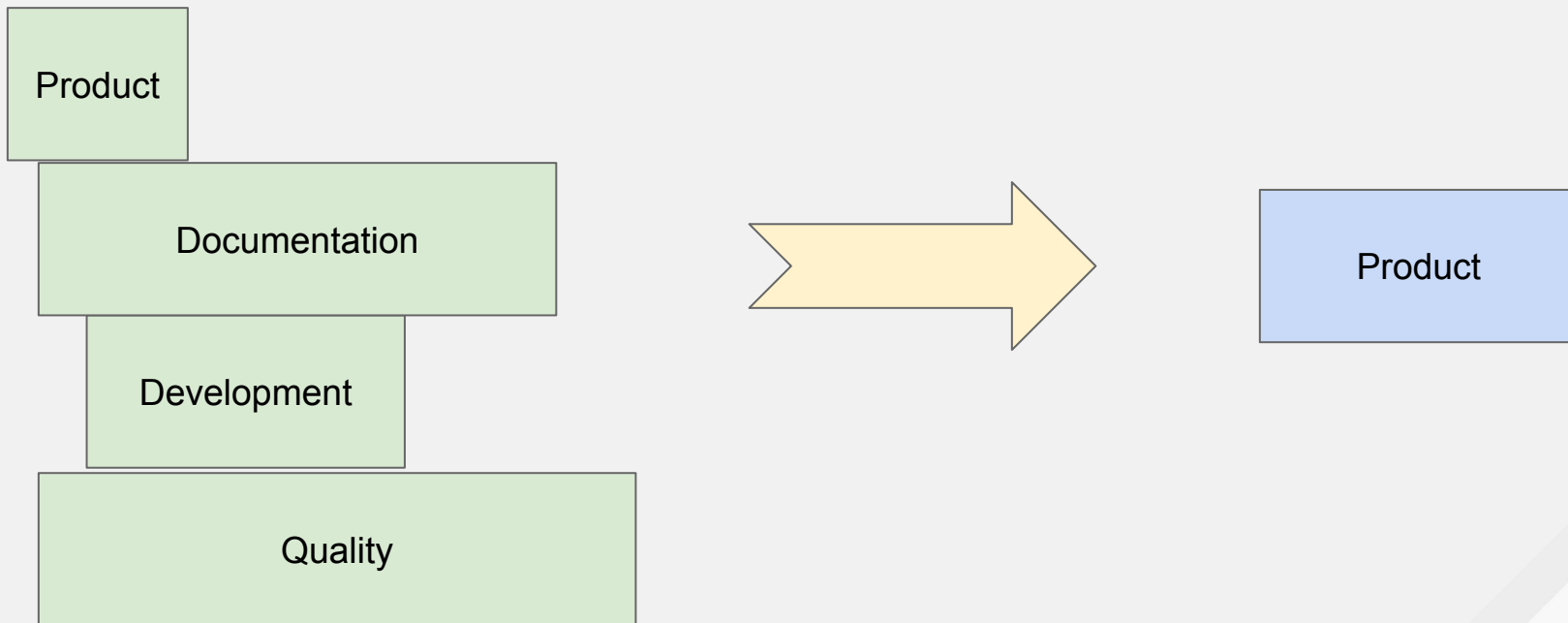- Are your tech supporters also good writers?

Product

- Dev+Doc+QE initiative + agile metodologies
- Help to design features and user stories

```
Development
        QA
            Documentation
                    QA
```

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Product

- Dev+Doc+QE initiative + agile methodologies
- Help to design features and user stories

Product

Documentation

Development

Quality

Product

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Sales

- Partner events
- Translating slides to Czech language
- Live demos

Good documentation

THANK YOU

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