Promoting technical writing in your company

Being important is important!

Vendula Ferschmannová TWE Workshop 2019

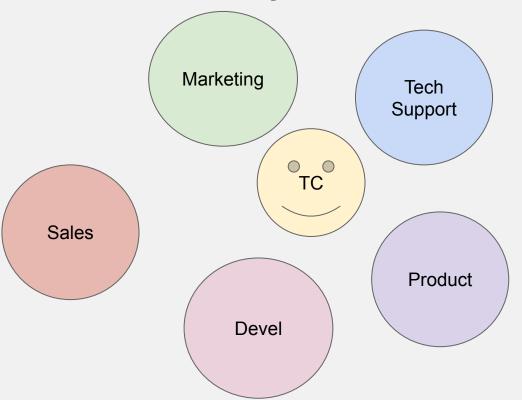
Communication

- 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



Marketing

Google Analytics, Adobe Analytics,... Google Analytics Marketo,... All Users Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce O Real-Time Day Week Month 🚅 👶 Active Users User Explorer » Demographic + Interests Support Logout ▶ Behavior Secondary dimension * Sort Type: Default * Q advanced III 0 E 2 III → Technology Analytics ~ Mobile Overview Last updated: 2013/04/08 21:14 S Refresh S Edit 74.62% 2.67 00:01:59 \$0.00 Marketo Financial Management (demo) * Custom Dashboards: 0 All Users Flow Budgeting and Planning Left to Spend 1.63 6.31% 82.88% 66.67% 00:00:46 \$0.00 (0.00%) Program Metrics \$15,373,832 \$7,867,729 \$7,506,103 Social Media Reports: Plan by Objective Plan vs Actual by Team Actuals Budget Name Plan vs Actual A \$2,945,000 \$645,000 Americas Events \$1,364,674 \$-184,674 Accrual Report \$475,000 \$627,497 \$-152,497 Channel Marketing \$1,483,000 Actuals By Category Alliance Marketing \$200,000 \$88,000 \$112,000 Actuals Details \$1,563,445 \$1,255,135 \$308,310 Americas Program Actuals by Account Code APAC Marketing \$1.019.000 \$437.561 \$581,439 Actuals by Budget Quarterly Americas Operations \$1,799,664 \$1,039,959 \$759,705 \$1,543,500 \$1,180,000 \$100,000 \$1,080,000 **EMEA Events** \$4,205,276 Actuals by Month EMEA Demand Gen \$2,095,781 \$758,459 \$1,337,322 Actuals by Vendor \$2,912,392 \$1,585,948



Investment Actuals by Folder Ti.

Vendor Spend

PR and AR

Office of the CMO

\$1,326,444

\$7,867,729

\$870,000

\$2,078,550

\$7,506,103

Fall Product Launch

SaaS Product

Re-Brand Program

Upsell Campaign

\$2,948,550

\$15,373,832

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



Development

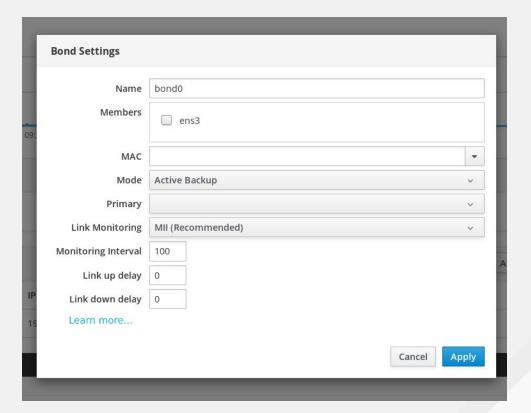
- UI/CLI texts
- Product L10ns
- Help to design new features
- Filing bugs
- Embedded help
- Release notes
- Dev+doc+qe initiative
- Agile





Development

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





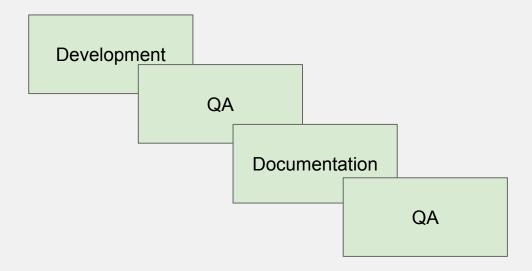
Technical Support

- 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

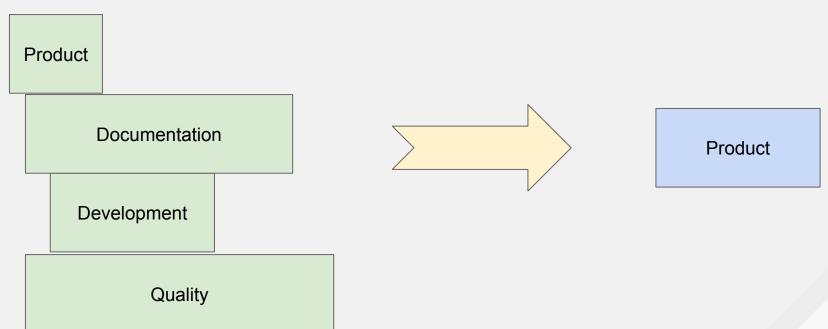
- Dev+Doc+QE initiative + agile metodologies
- Help to design features and user stories





Product

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





Sales

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



Good documentation



