

Overwhelmed with content?

Not sure how your content is performing?

Need to improve your content experience?



We'd like to help.

We are a consultancy providing enterprise content strategy solutions: specializing in personalization, omnichannel, and performance-driven content solutions.

Our mission is to help organizations control and realize the value of their content across their entire enterprise. We do this by understanding your

content, advocating for realistic solutions, and evaluating those implemented solutions over time.

Successful content helps your consumers—internal and external—make decisions. It creates profit, makes consumers happy, and builds long-term relationships with the brand.

Our Approach

Ensure that every type of content in your organization is an asset: website copy, videos, product packaging, in-store displays, knowledge base support articles, and on and on. We'll help you create a framework that is consumer-focused and results driven. With our

Explore How's your current content doing? Understand where you are and what you have.

Plan Where do you want to go? Define a path to your content's success.

Organize How do you prepare? Create the best mechanisms to support content operations.

Implement How do you put it all in place? Now the rubber meets the road. Take the steps to realize your vision.

guidance, it's not impossible or even much of a reach. Together, we can create a successful framework that enables you to treat your content as a mutable system. We focus on seven key areas that support the content lifecycle:

Measure & Evaluate Is your content paying its way? If not, why not? Treat content as a corporate asset and give it the attention it requires.

Optimize How should you adapt your content? Leverage data from Measure & Evaluate and ensure content is serving business objectives.

Govern How can you empower, and yet control, content development? Keep the momentum going, align with others, and organizational goals.

Our Services

- Enterprise content strategy
- Omnichannel content strategy
- Personalization
- CMS advisory services
- Content strategy revitalization
- Content structure strategies
- Customized workshops

About Us

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Executive Director, Experience. Expert in enterprise content strategy & personalization for global companies. Author, *Enterprise Content Strategy: A Project Guide* and *UX for Dummies*.

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