



CYPRES
CONTENT / CONNECT

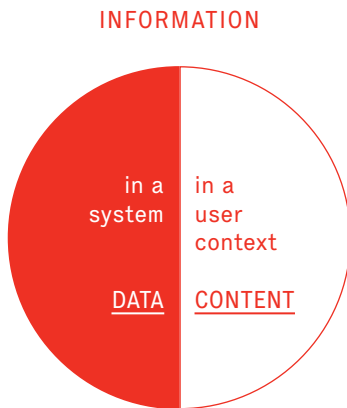
Cypres organizes, creates and manages cross-media content for your customers, employees and other stakeholders. In this booklet we explain:

5. Why strong content is essential
9. What the weight of your content is
11. How we make content for you
15. The key competencies of Cypres
17. A sustainable approach
19. Who we are
21. The Content Room

“Your audience is
your starting point.
What counts is to offer
good content to the right
people at the right time.”

Why strong content is essential

The word 'content' entered the communications vocabulary some time ago to describe the substance of a communication. Since then the term has spread quickly throughout the industry. But to us at Cypres content is much more than a buzzword. Moreover, it now means something different, something richer than it did ten years ago.



Content is information relevant to the context of your customers, employees and other stakeholders.

High-quality content is contextual information:

you anticipate the questions, problems and interests of the group you focus on. In this way you demonstrate your relevance to this target group. The result? Interested people seek you out – and find you – on the web. They will continue to be interested in your news and talk about you in social media and elsewhere.

Good content acts as a magnet.

Through it you invest in your image and in long-term relationships. It increases your credibility, ensures greater visibility and allows you to strengthen the bonds you have with your audience.

For marketers content is now more important than ever, for the following reasons.

- × The traditional tell-and-sell approach no longer works.
- × The abundance of information has made people more selective. If your message isn't relevant it will simply be ignored.
- × Your customers are actively looking for information. You need to make sure they can find the right answers from you.



OPEN APPLE
Zomer 1986



How it all began for us

In 1986 we published our first customer magazine for Apple Belgium. We chose to highlight not only Apple computers, but also what people were doing with them. And all this was designed on an Apple Macintosh 512K with a tiny black & white screen!

Obviously today much of our work is digital. But now that digital has become the norm a well-printed publication can more than ever make a difference. It's why we often combine print and digital.

For your organization the possibilities of strong content are almost endless:

- × Start social media conversations
Useful or noteworthy information is quickly shared on social networks. This benefits your visibility and reputation.
- × Build trust and loyalty
Providing quality content at the right time, at the right place and to the right people boosts confidence and loyalty.
- × Develop communities that appreciate your organization
Develop a community of customers supported by stories and topics that interest them. Or focus on content to bring together your employees in various departments or countries.
- × Play on the lives of your readers
Powerful content provides a stream of new experiences, sometimes even unforgettable. Using technologies such as augmented reality, you play in real time on situations that speak to your readers.
- × Make your customers your brand ambassadors
Through inspiring stories, relevant advice and digital tools you can make your clients real ambassadors. Those who love your content will gladly pass it on to others. They will use your stories to promote your vision, your brand and your products.
- × Create thought leadership
If you provide valuable advice that can't be found elsewhere you will soon be recognized as an expert in your field. It's likely that within your company there are many experts who would willingly share their knowledge with your target group.
- × Help people in their purchasing decisions
We are inundated with products, buying options, pricing schemes, service levels, etc. Combine your content with interactivity to help your readers make the right decisions quickly, despite this abundance.
- × Stimulate user-generated content and dialogue
Give your audience the chance to respond with content of their own: ideas, tips & advice, feedback, experiences, etc. This can help you save costs on product information, helpdesks, maintenance, training and more. And you'll learn more about your target group.
- × Promote best practices
Ensure the promotion of best practices at work, focus on important topics, remind your employees about safety and security requirements, etc.

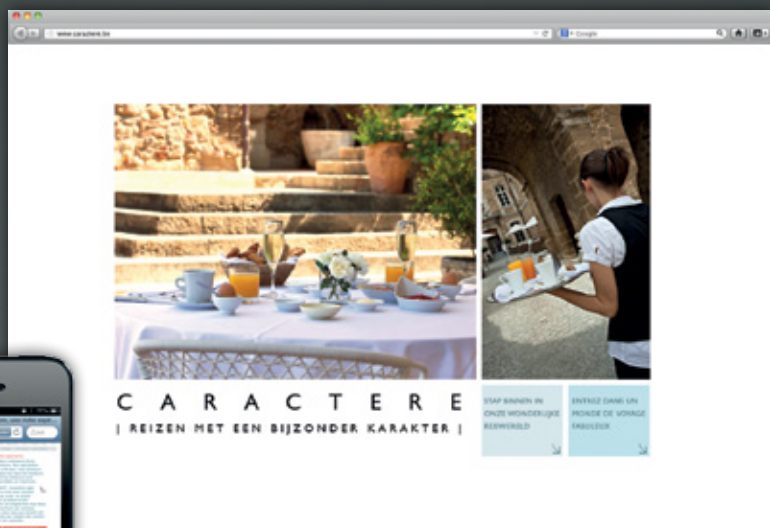


Is your content strong enough?

- × What is the relevance of your message's content to the target group?
- × What stakeholder issues and questions does your communication address?
- × Do you create content only *for* your stakeholders, or also *with* your stakeholders?
- × How often do you listen to your audience, and how carefully?
- × Do you achieve your objectives by anticipating the information needs of your target group?
- × Are your stakeholders always able to find your information?
- × Do you have useful information for your target group that you're not currently taking advantage of?
- × Is your content easily accessible, even with smartphones and tablets?
- × Do you communicate with your target group interactively?
- × Is your marketing communication basically push, or pull as well?
- × How often do visitors return to your website? In other words, do they find it interesting enough?
- × Do you use content to offer your target group a specific experience?

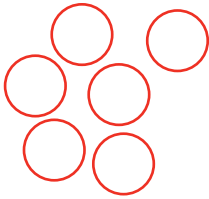
Content to connect

Our baseline is “Content to connect” because we firmly believe that you create and strengthen relationships with your audience by providing information they find highly valuable.

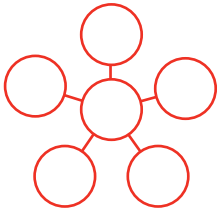


How we create content for you

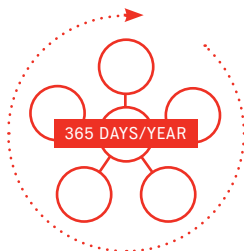
Our way of working depends largely on your needs. We can set up a small project for you or design a campaign, but also develop a large-scale content programme. Within this framework we follow a few basic principles. As always, we start with your target group rather than a specific medium or technology. In our view content is dynamic and is therefore never frozen.



Separate content projects:
no integration, little consistency



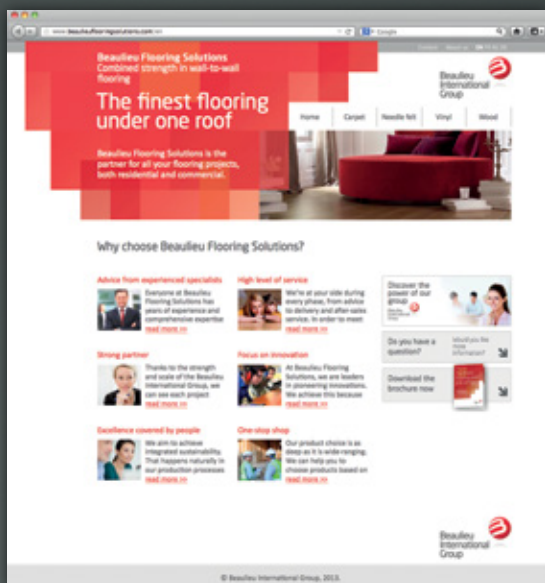
Content campaigns:
integration, but limited in time



Content programmes:
integration and unlimited in time

Three approaches

1. Separate content projects
Consider for example brochures, catalogues, newsletters, reports, websites, etc. We adapt them to your target audience and make them useful, usable and attractive thanks to a successful design. However, individual projects also have their limitations. Your communications will be more coherent and effective if you integrate them into a broader context. We can help you.
2. Content campaigns
These are more effective than separate projects because they integrate content products and channels that mutually reinforce one another, for example banners, a micro-site or an e-mailing. But if a campaign has a limited lifespan its effects will diminish rapidly over time.
3. Content programmes
These occur 365 days per year and include all the media you need to continuously communicate with your target group. This ensures that your customers, employees and other stakeholders have access to relevant information at all times. The content thus becomes a tool that contributes daily to the development of your organization.



Three principles

1. Your target group is our starting point
It is only by listening carefully to your stakeholders that we can create content that meets their expectations, and even exceeds them. We gain a good understanding of your target group through interviews, focus groups, surveys, ethnographic studies and analyses of websites and social media. We're certainly not experts in all these areas, but we work with partners who are.
2. Media and technologies come only in second place
We do not promote specific media or technologies. What counts for us is to deliver the right content at the right time to the right people.
3. The content is planned, created and maintained
Once we have planned and created content for you it doesn't mean our work is finished. We also ensure your information remains up-to-date, or that you have software to update the content yourself.

The key competencies of Cypres

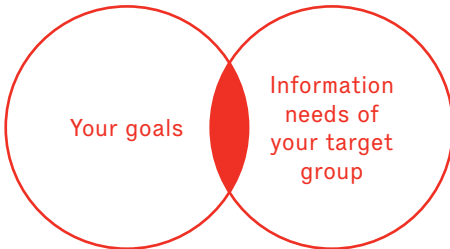
1. Content strategy

A content strategy is a plan for creating, distributing and promoting content relevant to your stakeholders. It aligns your goals with the needs of your target group. The strategy ensures that your audience gets ad hoc content, where and when needed, and consistently. When we design a marketing strategy we look for the right content and the appropriate conversion at each stage of the buying cycle.

A content strategy includes a full analysis of:

- × your stakeholders
- × your organization
- × your goals
- × your market
- × your current content
- × available technologies and media

Based on this analysis we make our recommendations for the creation, distribution and management of content and media.



Strong content supports your goals and is relevant to your target group.

2. Editorial services

The creation, management and publication of content is a complex process that requires valuable time. Entrusting us with all or part of this process ensures that you have more time for your core business. We will set up a dedicated editorial team, which usually consists of employees from your organization, along with account managers, project managers, and editors from Cypres, as well as external experts in the subjects that interest your target audience.

Our range of editorial services includes:

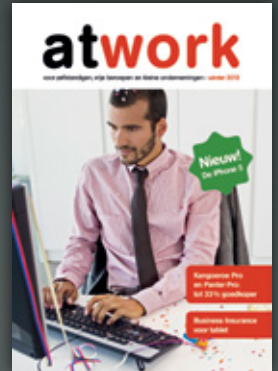
- × creating content: text, images, videos, etc.
- × developing formats and platforms: websites, apps, magazines, etc.
- × tools and workflows for managing your content, formats and platforms

We especially produce content for:

- | | |
|--------------------------|-----------------------|
| × blogs | × podcasts |
| × brochures | × product fact sheets |
| × case studies | × reports |
| × catalogues | × social media |
| × demos | × teaching materials |
| × magazines | × videos |
| × manuals | × webcasts |
| × micro-sites | × webinars |
| × newsletters | × websites |
| × online support systems | × white papers |

3. Design and digital print

Design is important because it makes content more useful and usable, as well as more attractive. However, our starting point is always the specific content. Starting instead from the design or the medium automatically freezes the content into a specific format. Reusing the same content in a different format is therefore difficult, expensive and sometimes impossible. It is often better to create a stratum of content that can be harnessed in different media and on different platforms.

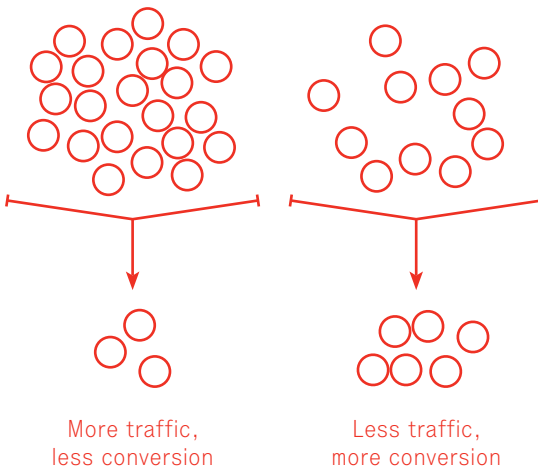


A sustainable approach

By opting for solid content you invest in long-term relationships with your stakeholders: customers, employees, shareholders, citizens, etc.

Solid content is not, however, synonymous with big content. “Content farms” produce highly *search-engine-optimized copy* to attract a maximum number of visitors to websites. But attracting a large number of visitors is not necessarily profitable.

What counts is attracting the *right* visitors... and ensuring they return regularly.



This is why at Cypres we focus above all on creating content that has real value in the eyes of your visitors. If you offer relevant content they will be much more likely to return to your site regularly. This could even encourage them to create quality content for you. Better yet: they'll surely broadcast this content within their own social networks.

In this way you work effectively and sustainably, fully aware of your costs. Indeed, quality content needs no external intervention to be disseminated and shared quickly.



Who we are

We are a team of around twenty content professionals.

Our **account managers** are your main contacts. They can answer any questions you may have about content, production processes, budgets and deadlines. They will be happy to share their experience, advise you and ensure that all your expectations are fully met.

Our **content strategists** know what quality content means, and what content can do for you. They will analyze your needs, study your target group in detail, programme your content and help you maximize the benefits of your communication. Of course, they will also look closely at the results of your communication.

Our **content designers** create text, graphics, videos, photos, demos... everything you need. In addition to editors and designers we have a complete network of freelance content creators. So we can respond to any request, no matter how specific.

Our **project managers** ensure that your mission is completed successfully and on time. If the need arises they call in technical experts and specialists.



The Content Room

Cypres invites you to discover The Content Room, our open competence center and creative laboratory, in which we study and test new ways to create, use and distribute content.

Specialists from Belgium and abroad come regularly to discuss everything related to content and content publishing. This includes such topics as content strategy and material, content governance, social content and content co-creation.

Do you want to stay informed about activities at Cypres and The Content Room? Sign up for our e-newsletter at www.cypres.com.

← In The Content Room we also experiment with new ways to create, use and distribute content. For example, in collaboration with the team of 13 (a magazine for Flemish civil servants) we studied possibilities for an interactive tablet magazine.

Cypres *Content to connect*

Photography: Douglas Moors and David Balhuizen.

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