

# Content2026

The Rubicon CX Approach to Content & Experience:  
A Comprehensive View for 2026 and Beyond

April 2026

# Agenda

1. Introduction
2. What we mean by content
3. Where we've been
4. Where we are
5. Where we're going
6. About Rubicon CX

# 1 / Introduction



# The content problem

Most organizations don't have a content problem. They have a content leadership problem.

The content exists. The teams exist. The tools exist. What's missing is someone who can see across all of it—who understands how a taxonomy decision affects a campaign, how a governance gap becomes a brand problem, how a CMS choice constrains editorial for years. Someone who can walk into a room with the CMO and the CTO and speak both languages fluently.

That's not a project. That's a function. And most organizations are running without it.

# Content & experience the Rubicon CX way

**Rubicon CX exists for that gap.**

Not as an agency. Not as a vendor. But, as a senior content leader who can work inside your organization—embedded at the level where content decisions actually get made—for as long as you need that function filled.



# What makes Rubicon CX different

Your experience is only as good as the content strategy behind it. And the content strategy is only as good as the leadership driving it.

That's what we bring.

# 2 / What we mean by content

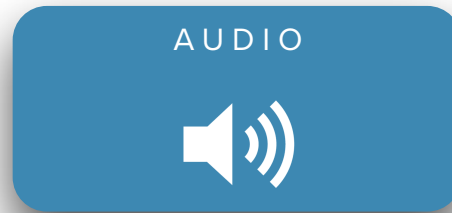
Content is...

Any recorded information that conveys meaning. And that lies at the heart of every experience.



# Most organizations are only managing the 10% they can see

The other 90% — the metadata, the taxonomy, the content model, the governance structure— is what determines whether the 10% actually works.



- Content and asset metadata (CMS & DAM)
- Taxonomy/semantic mapping
- Search metadata
- AEO/GEO JSONs
- Page structure
- User-profile data
- Governance models
- Roles and permissions

# When most people say "content," they mean content marketing

- More posts. More videos. More sends. A bigger editorial calendar. And there's nothing wrong with that but it's roughly 10% of what content actually is inside an enterprise organization.
- The other 90% is what determines whether any of that content actually works.
- It's the metadata that makes content findable. The taxonomy that makes it manageable. The content model that makes it reusable across channels without breaking. The governance structure that keeps it consistent when twelve different teams are touching it. The voice system that makes it recognizable whether it shows up in a push notification, a product page, or a customer service chat.
- Content marketing without that foundation is just noise at scale. More of it doesn't help. It accelerates the problem.
- That's the distinction most organizations don't see until it's expensive.

# 3 / Where we've been

# Content strategy didn't exist when I started doing it

The term "content strategy" was coined in 1998—because the web had gotten complex enough that someone had to figure out what went where and why.

**Tim Truxell was one of those people.**

I've spent twenty-five years building the discipline: before content models had names, before governance frameworks were standard practice, before enterprise content strategy was a book (which I helped edit).

# How content strategy has evolved

## It started with the communication basics that framed the discipline

- Copywriting
- Content inventories
- Content audits or assessments
- Content analysis
- Content briefs
- Content matrices
- Editorial guidelines
- Voice and tone

## It evolved additional capabilities to meet new technologies

- CMS content modeling & metadata specification
- Taxonomies & tagging strategies
- Editorial processes & CMS workflows
- DAM metadata specifications
- Content migration plans
- Content calendars
- Globalization & localization plans
- Mobile & responsive content

## Today, it incorporates new models, channels, and tools

- Governance models
- Staffing plans
- Content marketing
- Social content
- UX Writing
- Personalization strategies
- Voice & spaces
- True omnichannel
- Generative AI

1998

2026+

# 4 / Where we are

# The two sides of content

Client and technology side	What the wider world sees
Content Inventory	
Content Audit	
Content Strategy & Experience Brief	
Content Gap Analysis	Competitive and Audience Needs Assessment
Metadata & Tagging Strategy	Voice & Tone
Metadata Specifications	Messaging Framework & Strategy
Content Strategy & Experience Playbook	
Taxonomy	Sitemap
Content Model	Editorial Guidelines
Governance Model	Content Matrix
Editorial Workflows	Content Marketing Strategy
Content Maintenance Strategy	Editorial Calendar
CMS Authoring Guidelines	UX Writing and Copydecks

# What we mean we say [insert term du jour]

- Content Strategy is the umbrella under which all other activities occur. These can all happen, but without an overarching strategy, they will will not be as effective
- Content Design concerns how content is populated within the design, including the the nuts and bolts of managing the content and presenting it within the experience
- UX Writing is the editorial approach for building transactional experiences
- Content Marketing is the approach for using content to convince your audiences of the relevance and timeliness of you offerings
- Copywriting is about storytelling and messaging. It's the actual nuts and bolts required to build a content marketing approach, including campaign, social and ad writing

# How each activity plays together

## Content Strategy

Voice & Tone

Governance

Taxonomy

Content Modeling

Workflows

**Content Marketing**

**Copywriting**

**Web Writing**

**UX Writing**

## Content Design

# How I think

Not all that long ago...

**It was all about having a great ad campaign and robust media plan. Consumers watched a commercial and did what they were told. Brand story was king.**

**A push-driven brand ecosystem...  
or “story yelling”**

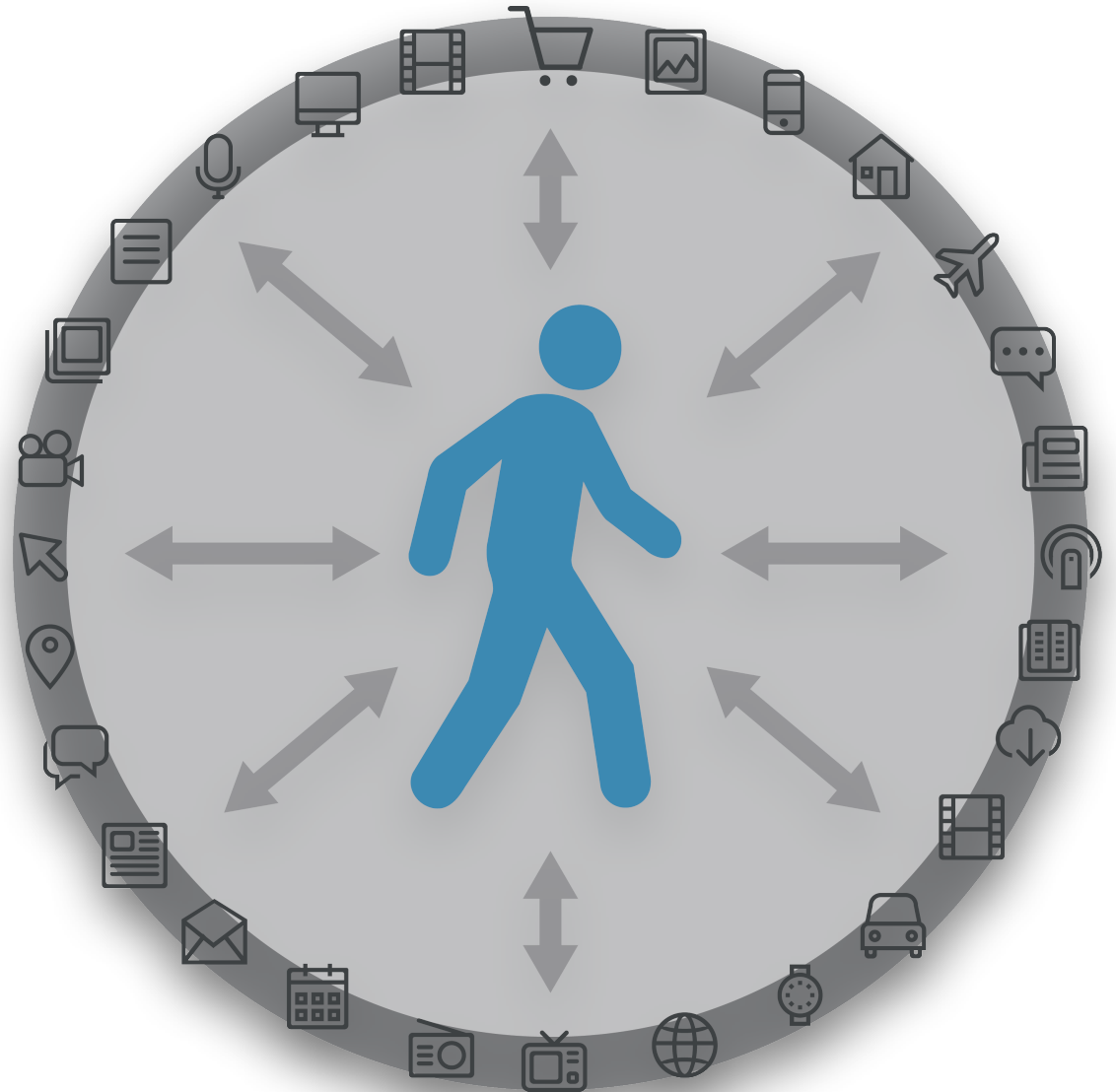


# Now

Connected consumers have changed everything. They're a fast-moving target with:

- always-on technology
- multiple devices
- channel blur
- changed shopping behavior
- collapsed transaction times

It's a user-driven experience with storytelling and conversations, which can connect today's brands with tomorrow's consumers



# Content strategy

Enables people-centric content for **meaningful** and **engaging** stories and experiences

Stories are remembered up to **22x** more than facts alone

- Stanford University Research

# What's more meaningful than a conversation?

## So, let's start one.

- Content is about creating conversations
- It's not brand-driven. It's not user-driven. It's **engagement driven** and **people centric**.

People looking to engage with...

- Every tap
- Every scroll
- Every interaction



Good content...

It's an ongoing **conversation** that comes in many forms.



# So, how do you create good content?

Like in any conversation you:

- Gain an understanding of the user
- Communicate appropriately
- Then, they respond
- And you respond appropriately



Good content engages  
people and resonates  
with them

Bad Content is easily  
forgotten (or worse,  
is off-putting)

Conversion rates are nearly **6x higher** for  
content marketing adopters than non-adopters

– Aberdeen Group

Enterprise content strategy is not a project. It's a function

# Cliche alert!

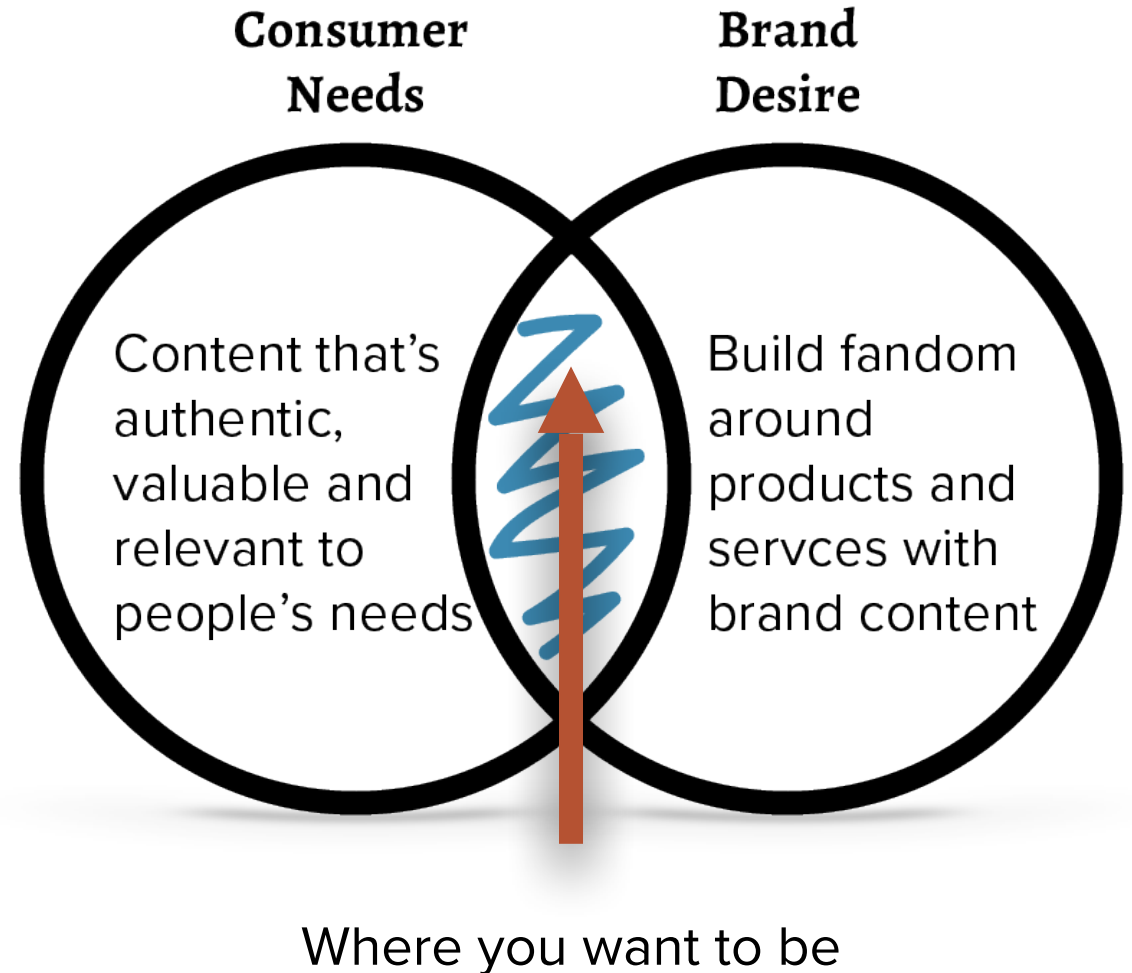
Content strategy focuses on getting...

- the right **content**
- to the right **people**
- in the right **place**
- at the right **time**
- in the right **context**

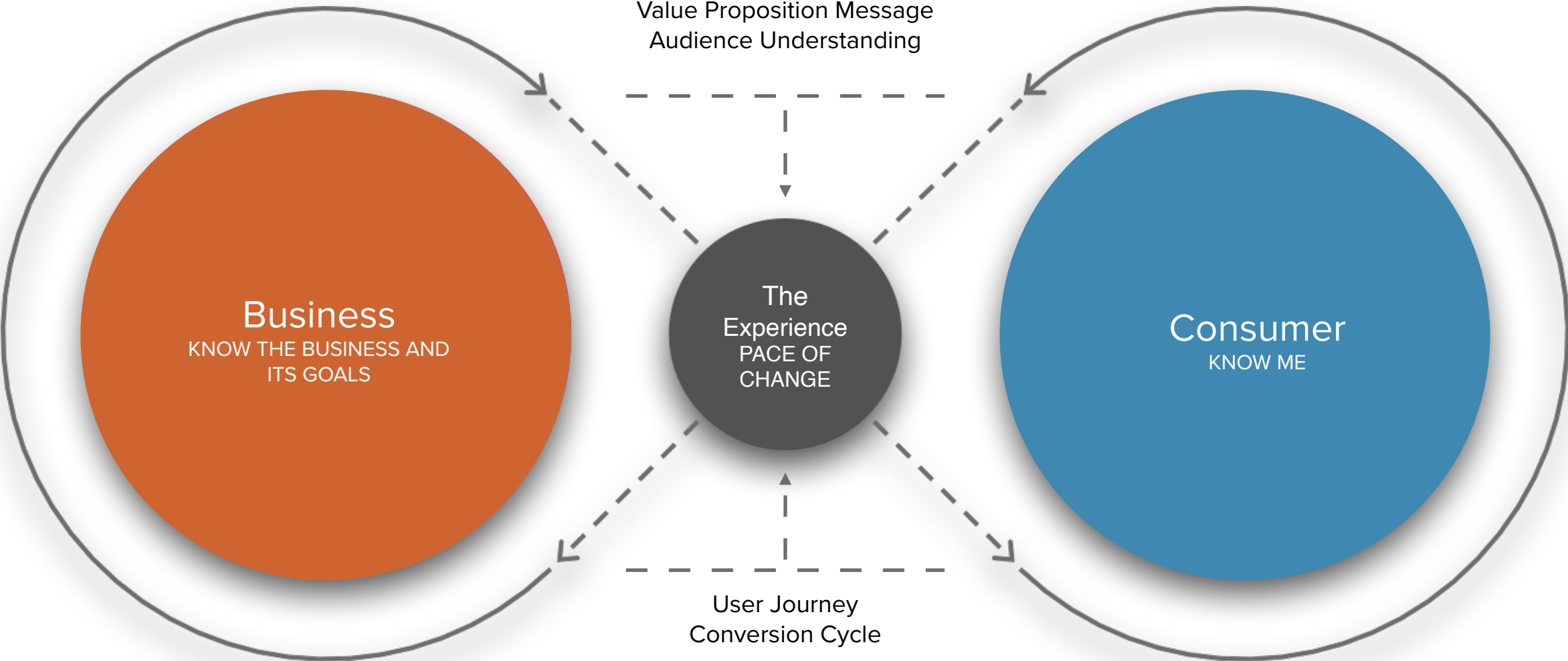
**This is often said, but that doesn't make it any less true.**

# How does content drive meaningful conversations?

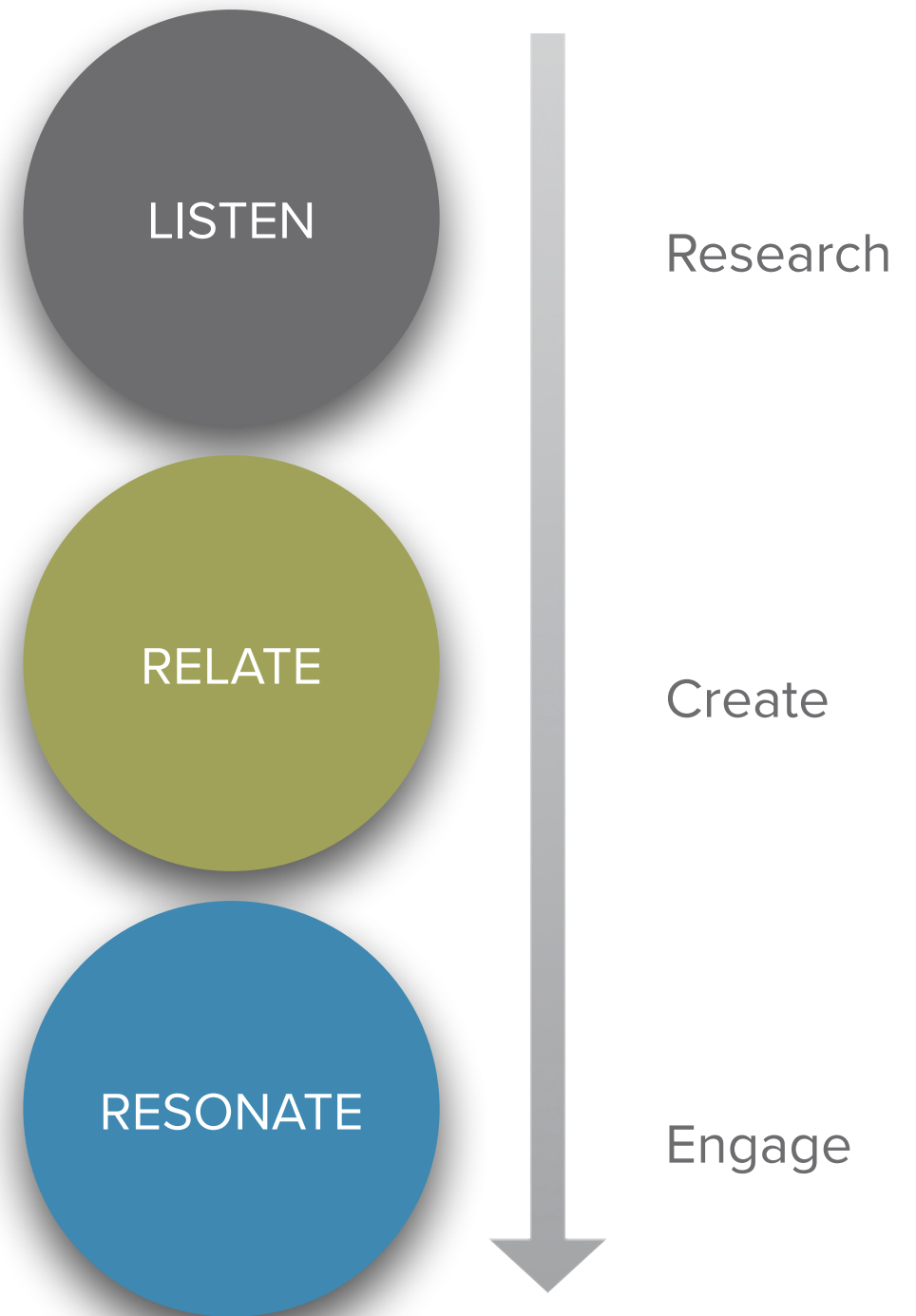
When brand goals meet user interests, a meaningful conversation then ensues...



# We keep all sides of the conversation in mind



When we listen and understand, we can cater content to an experience so that it truly resonates.



To determine the right piece of content for the experience, we need to understand the **users'** interests and **brand** goals.

**First, we ask**

**Who** is the user?

**Where** are they coming from?

**What** are they seeking?

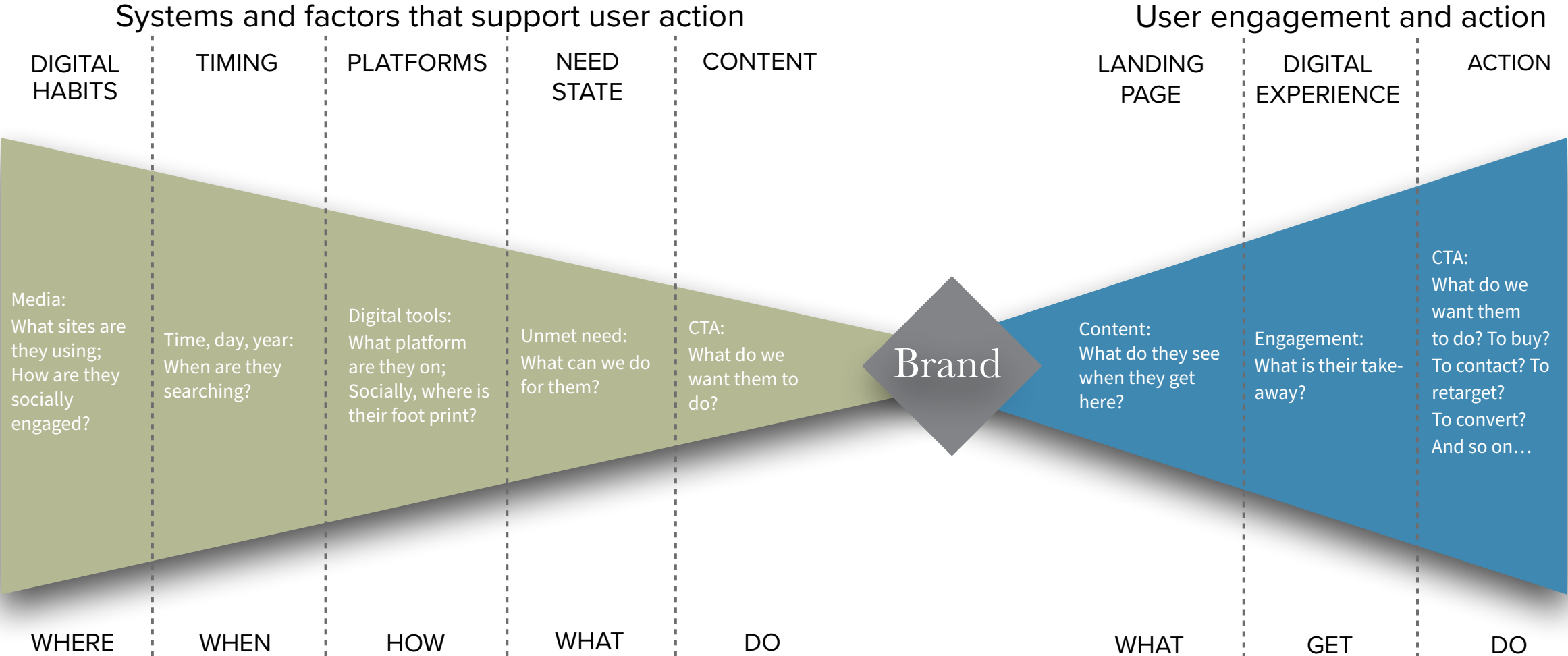
Then, we need to **listen**.

What are they **feeling** at this stage of their journey?

What do they **want** to accomplish?

And now, what do we want them to **do**?

# We ask questions at every stage



Because the user is ready to engage...

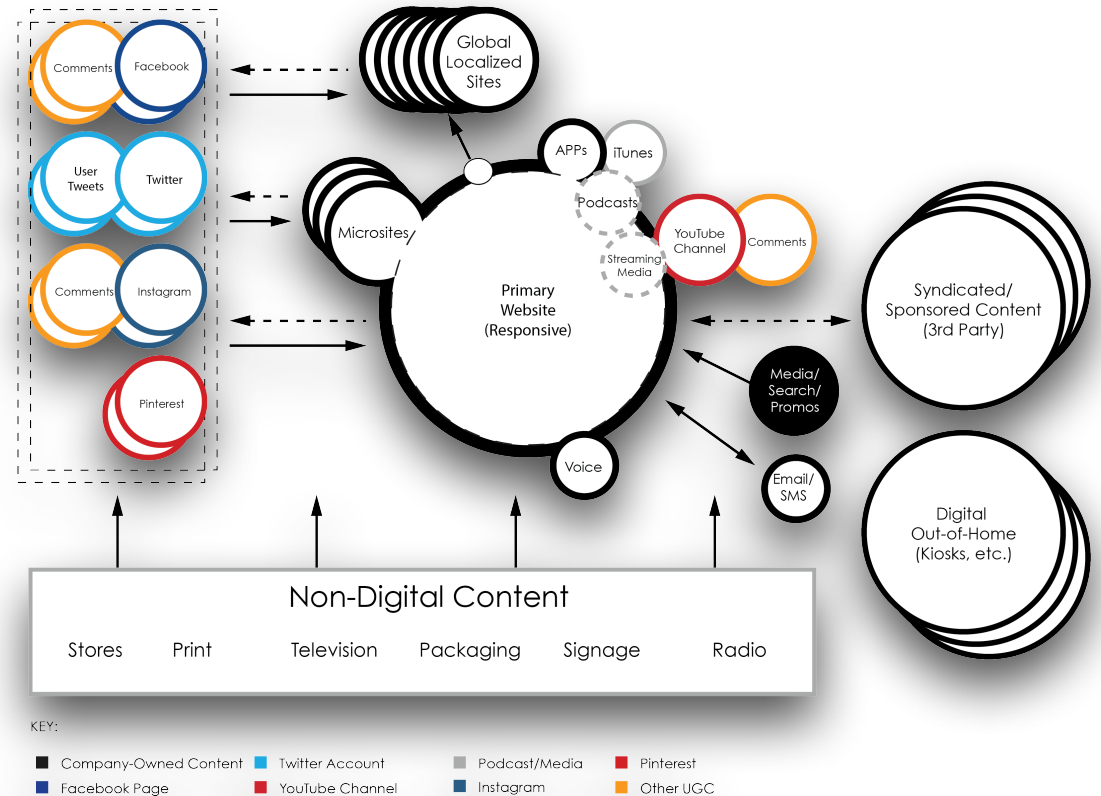
At any point in their journey...



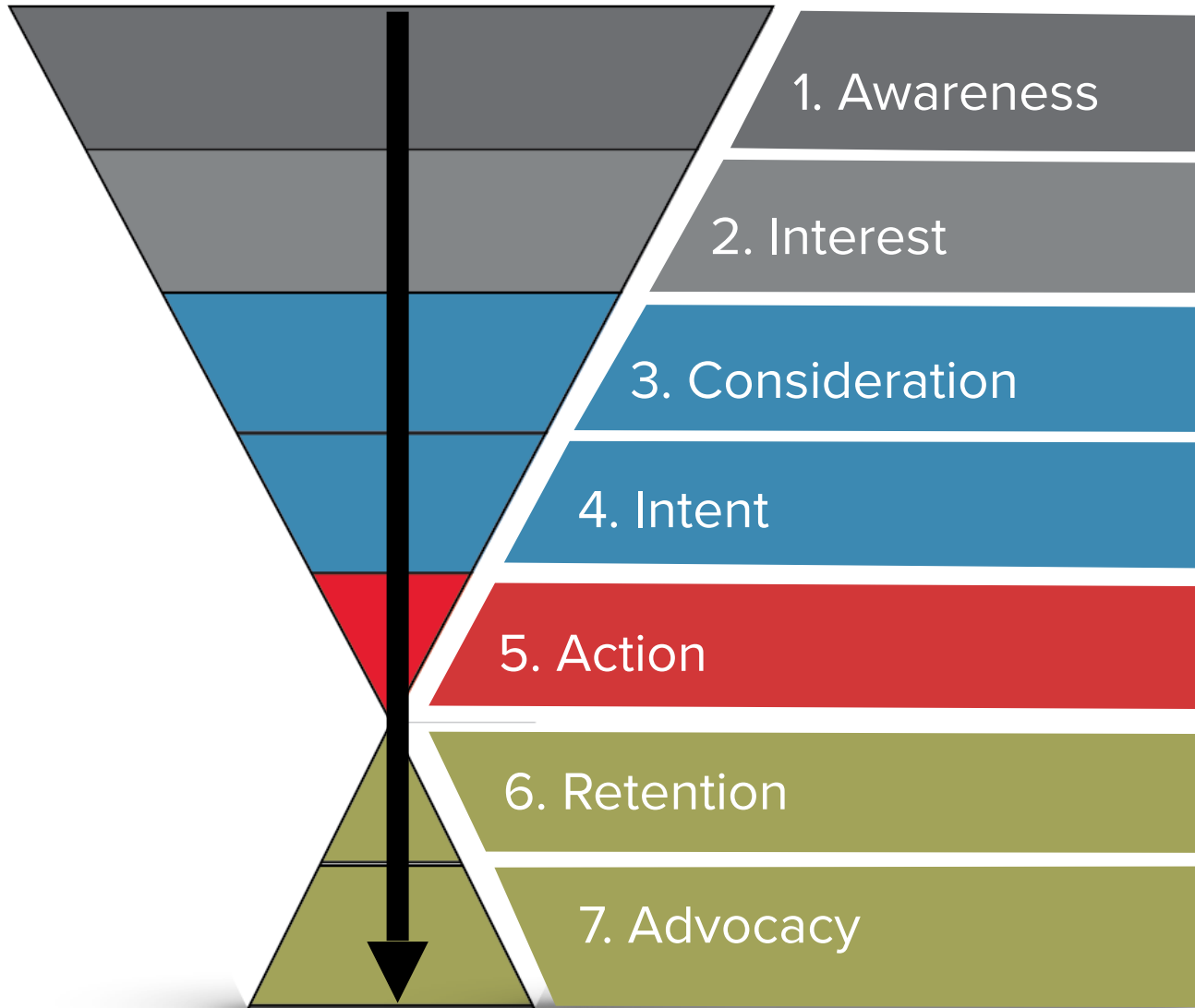
# We think of ecosystems, not destinations

It's important to not only recognize where your audience is within the content ecosystem and at what point of their journey.

**Then, guide them through it.**



# Wherever consumers are in their journey



## **Generate awareness**

Ads, fresh content, a compelling experience, and content marketing efforts

## **Nurture leads**

Email, social content, newsletters, etc.

## **Provide information**

Case studies and testimonials

## **Focus on key differentiating factors**

Demonstrations and ratings or reviews

## **Enable conversion**

Provide clear and actionable calls to action

## **Follow up**

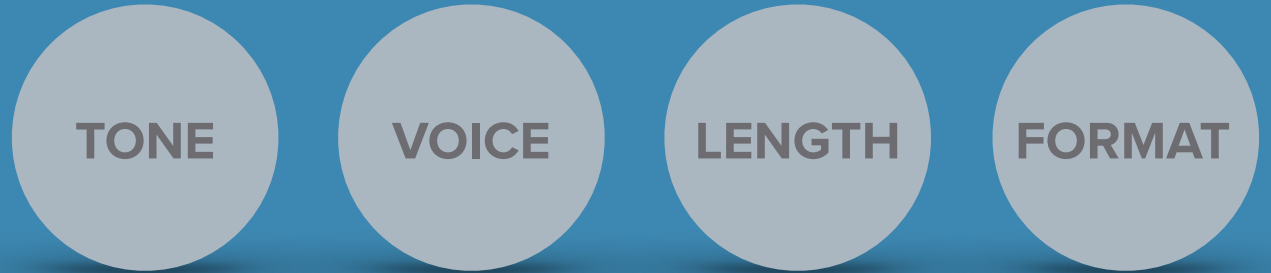
Enabling seamless customer service, follow-up, cross-sell, up-sell, and support

## **Enable sharing**

Social sharing and ongoing conversation

A user will have different needs at different points in their journey

And their emotional state may change at those points.



All of these should all be top considerations to maintain engagement. And push users toward their goals.

We continue the conversation through different outlets

LOCALIZED CONTENT

SOCIAL CONTENT

CURATED CONTENT

USER-GENERATED CONTENT

FILES

CONTENT MARKETING

SYNDICATED CONTENT

PERSONALIZED CONTENT

**CREATED CONTENT**

VISUAL ASSETS

AUDIO ASSETS

...so the conversation becomes an experience.

# Putting it to work

# Bad things can happen without content strategy

- Insufficient and poor quality content
- Poor user satisfaction or attrition
- Broken or misunderstood brand promises and inconsistent brand experiences
- Content that doesn't meet user needs
- Frustrating internal content production processes
- Legal risks through circumvented processes
- Inefficient use of expensive and powerful technology
- No understanding of content's scope, reach or depth
- Lack of clarity around content's location
- Off-brand, outdated, inconsistent, and redundant content
- Poor or unrealized SEO value
- Broken or no personalization
- Missing cross-sell and up-sell opportunities or related content
- Lack of content ownership or responsibility
- Ineffective content localization
- Lack of governance to control quality and set focus
- Inability to understand or respond to user needs

# Content strategy can help address these challenges

Coping with the fast-changing and increasingly fragmented content landscape

Creating content that personally resonates with a target audience

Consistently creating high-quality and optimized content

Developing relevant content partnerships

Overcoming “content chaos” inside an organization

Proving the business value of content

# So we look at the big picture

## The Experience

Always consumer-centric. This is the journey that defines the content experience for the end-user. Design a targeted content solution to support an enterprise content and experience strategy. Then, create compelling content to move users through the funnel. It's the conversation.

### Content Delivery

#### Connected Digital & Print Platforms

Determines the model necessary to acquire, create, maintain, and optimize content and assets—wherever they are delivered. **Drives toward branded engagement.**

### Content Governance

#### Ecosystem Evolution

Designs the operational processes and mechanisms that are required to ensure the continued success of content and assets. **Maintains and evolves the ecosystem.**

### Data, Brand & User Knowledge

The foundation of everything. We leverage brand knowledge and user insights to inform what our goals are and how we will reach them.

# And think about the details in it

## Content marketing strategy & execution

Content design and gap analysis

**Robust governance models and workflows**

SEO/AEO research

Social, syndicated, and user generated content

Analytics evaluation

Content creation guidelines and author training

Messaging strategies

**Brand and editorial guidelines**

Performance-driven **Content design**  
content framework

**Enterprise content strategy**

Personalization

User-focused, branded copy

**UX Writing**

Site map review and experience assessment

**Content modeling**

Taxonomy design

**Metadata specification**

Tagging strategy

**Content accessibility**

**Omni-channel content strategy**

Content inventories and audits

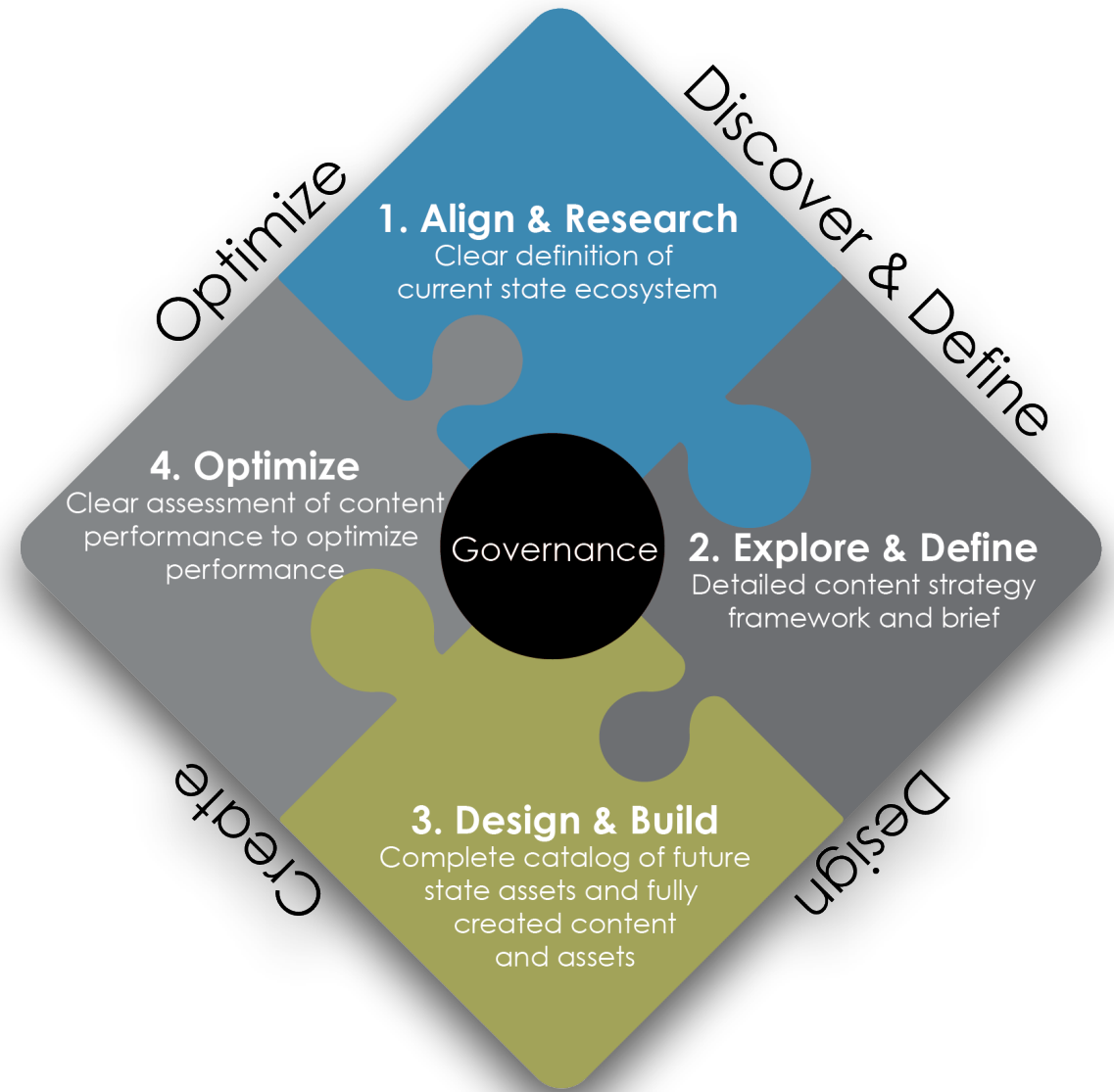
Standards compliance and communication

Editorial calendars



# How it fits together

- Consider content ecosystem holistically
- Use data as a guide
- Continually think about context
- Be stewards of the brand while serving the audience
- Be timely & relevant
- Always measure & optimize
- Always evolve & build scale



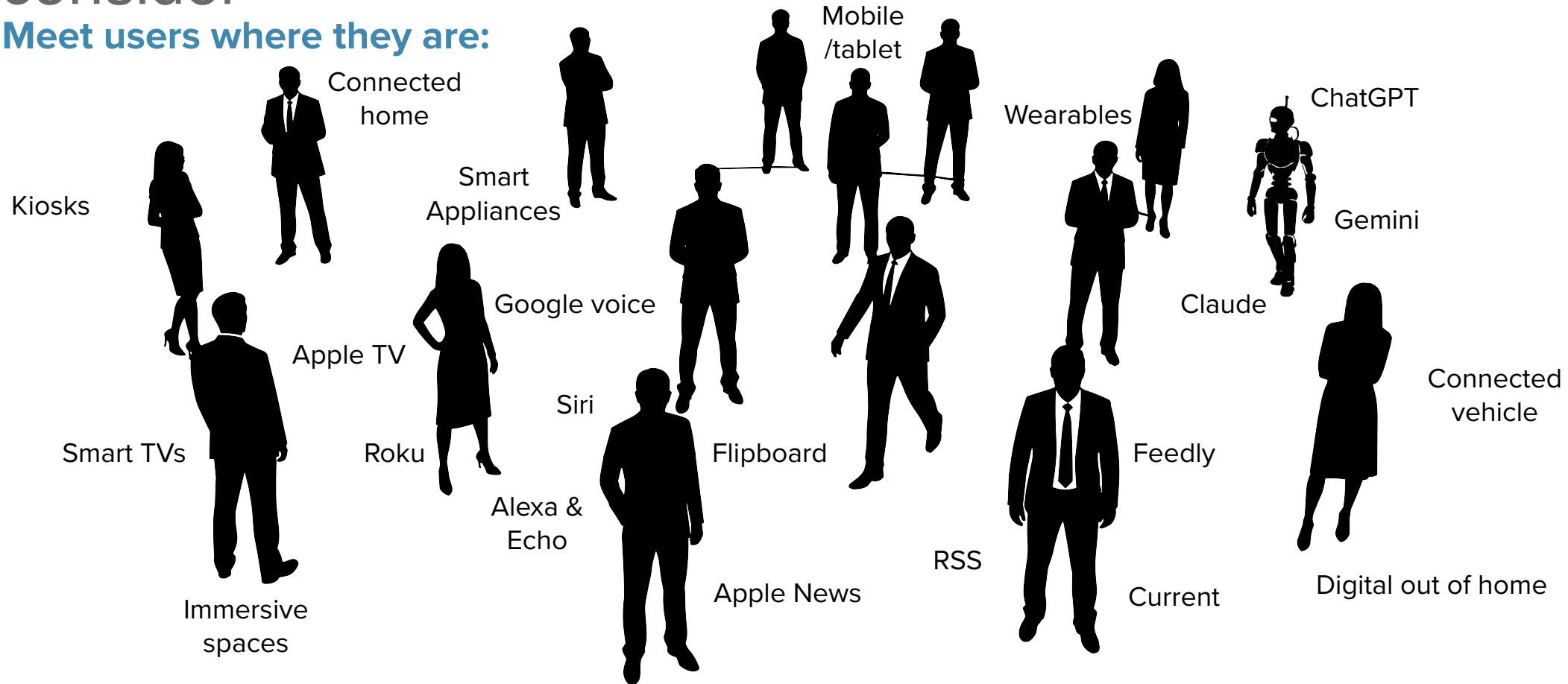
# What I can help you do

- ✓ Stand up a content function where none exists — or fix one that isn't working.
- ✓ Audit what you have, identify what's missing, and build the architecture to support it.
- ✓ Align content with business goals across channels, teams, and technologies.
- ✓ Establish governance that scales without bureaucracy.
- ✓ Lead the work — embedded at the level where decisions get made — for as long as you need that leadership.

# 5 / Where content is going

# What the content landscape entails now, or what we consider

## Meet users where they are:



## Tailoring information to their needs:

Customization | Personalization | Globalization & Translation | Localization | In-Vehicle Experiences  
In-Home Experiences | Chat Bots | Voice & Other Interfaces | Accessibility | Physical Spaces  
Wearables (Watch / Glasses) | Smart Appliances | Generative AI

# Executing upon a content strategy with content marketing

Content marketing is a tool in the larger content strategy toolbox, not a separate activity altogether—it's a tactic that requires an overarching content strategy to support it.

**Effective content marketing requires:**



**CONTENT  
DIRECTION**



**SEO/AEO**



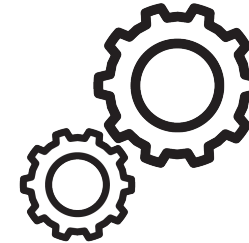
**ANALYTICS**



**SOCIAL  
ACTIVATION**



**COPYWRITING &  
UX WRITING**



**METADATA &  
TAXONOMY**

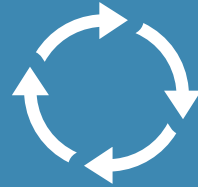


**DIGITAL  
ASSETS**

Generative AI can help streamline some, but not all, of these activities

# Planning for an entire ecosystem, not a single destination

Recurring content updates



Brand Content

Partner / Third-Party Content

Influencer Content

User-Generated Content

Owned Content



.com



Apps



PR



Retail



Email/Chat/CRM



Owned / Earned Content



Social

Bought Content



Media



SEM

Bought → Owned → Earned

Content marketing allows us to create tailored user journeys through tagged content. The more **content** we have, the more **confidence** they gain.

  
in the brand

 relevant,  
educational,  
inspirational,  
etc.

And they're more likely to engage. It's a mutually beneficial relationship.

# Generative AI has altered the equation

We are in the era of generative AI, from Dall-E to Claude to ChatGPT and more. It offers great opportunities to enhance content strategy thinking in many ways.

- Moving quickly from data overload to insight for content audits
- Initially grouping site pages into a hierarchy based on user actions for site mapping
- Researching additional content marketing topic areas to explore and providing research for a particular topic and generating outlines for a particular article
- Discovering online search intent and automating keyword research for SEO
- Crafting SEO meta descriptions and titles
- Auditing content performance
- Initially grouping taxonomy categories and tags
- Providing draft personalized content recommendations, product recommendations, etc.

# But certain things still must be considered

## **Ethical and legal considerations**

- How do you determine provenance and ownership of A.I.-enhanced work?
- How do you ensure copyright is not compromised?
- To what extent can you be certain of the accuracy and precision of AI generated copy?
- What biases and gaps in the datasets do you need to worry about?
- How might reality versus artificial enhancement of artifacts affect media, politics, and product or medical claims?

**Establishing strong governance around AI enhancements is a must. It cannot be a substitute for establishing connections or ensuring that everything embodies your brand values**

# Where AI is not ready\*

- Creating a voice and tone that matches a brand's personality or values
- Generating blog posts and digital content exclusively without human oversight
- Infusing content with a particular brand voice
- Determining governance structures or models
- Creating content models for the management and delivery of content

\*and I use it a lot to outline, proofread, and assist in those areas of a content workflow



# 6 / About Rubicon CX

# Timothy Truxell, Founder & Principal, Rubicon CX



**Timothy Truxell** 

Atlanta, GA

[rubicon.cx](https://rubicon.cx)

[tim@rubicon.cx](mailto:tim@rubicon.cx)

[Schedule a free consultation→](#)

Timothy Truxell is the principal of Rubicon CX. He offers contract and fractional content and experience strategy leadership. He was previously a Senior Group Content Strategy Director and national content practice lead for Rightpoint.

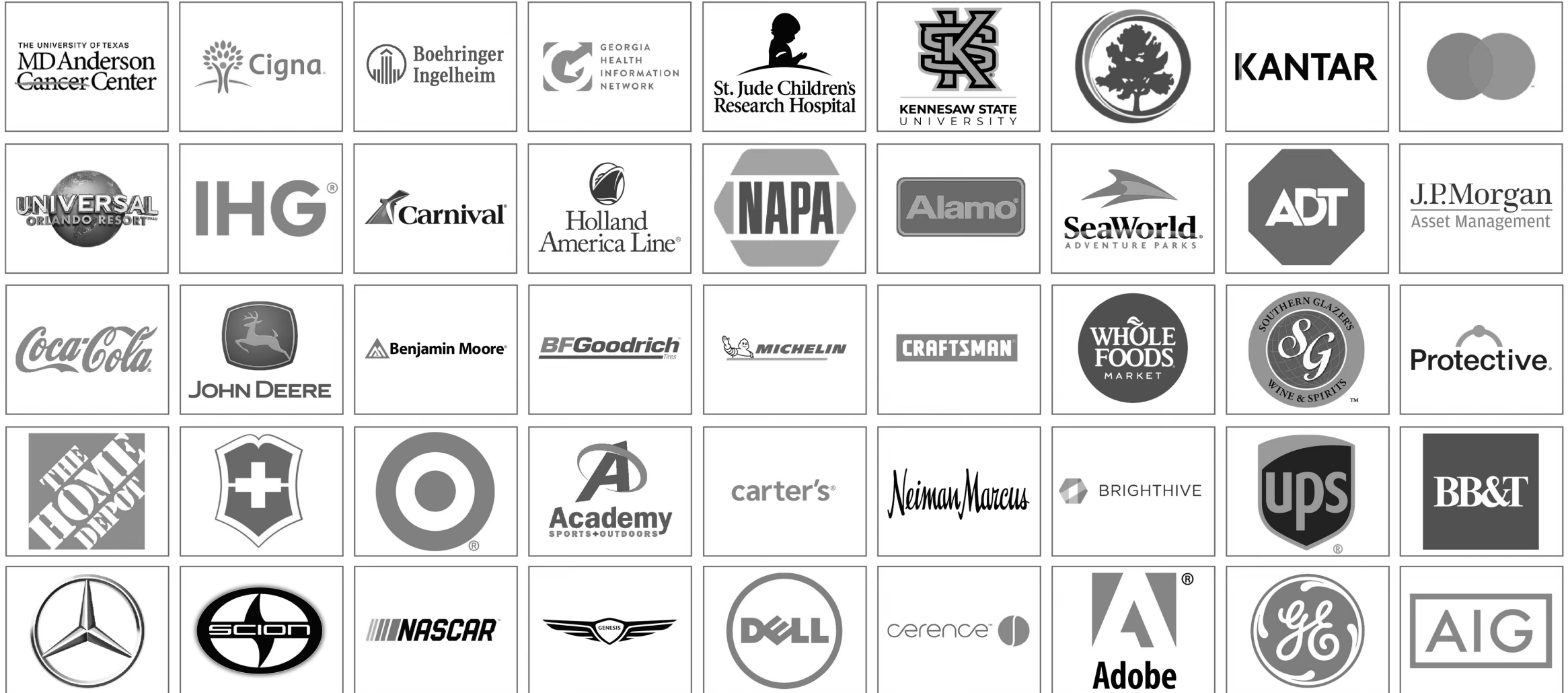
Tim has worked as a content strategist for over two decades, including twelve and a half years at Sapient, where he helped build its content strategy practice from the ground up. He helped edit the book, *Enterprise Content Strategy & Project Guide*, by Kevin Nichols. He was there when the discipline was invented.

Tim operates on both sides of the content strategy line: both the traditional “creative” or brand side, which focuses on the content experience of the user, but also on the “structural,” or technology side.

What he brings to an organization isn't a set of deliverables. It's judgment. He can help decide where to invest, what to fix first, and how to build a content function that outlasts the engagement.



# Selected clients



# And a tech slide

# Key technological enablers & tools



# Agency partners too

Agency partners

publicis  
sapient

razorfish

tailfin

Hero  
DIGITAL

GOODS &  
SERVICES

 VML

projekt202

Huge

 objectedge

# Thank you,

Never end with a full stop

