

Content2027

The Rubicon CX Approach:
Content Itself as the Platform

July 2026

Table of Contents

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

1 / Introduction



The content problem

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

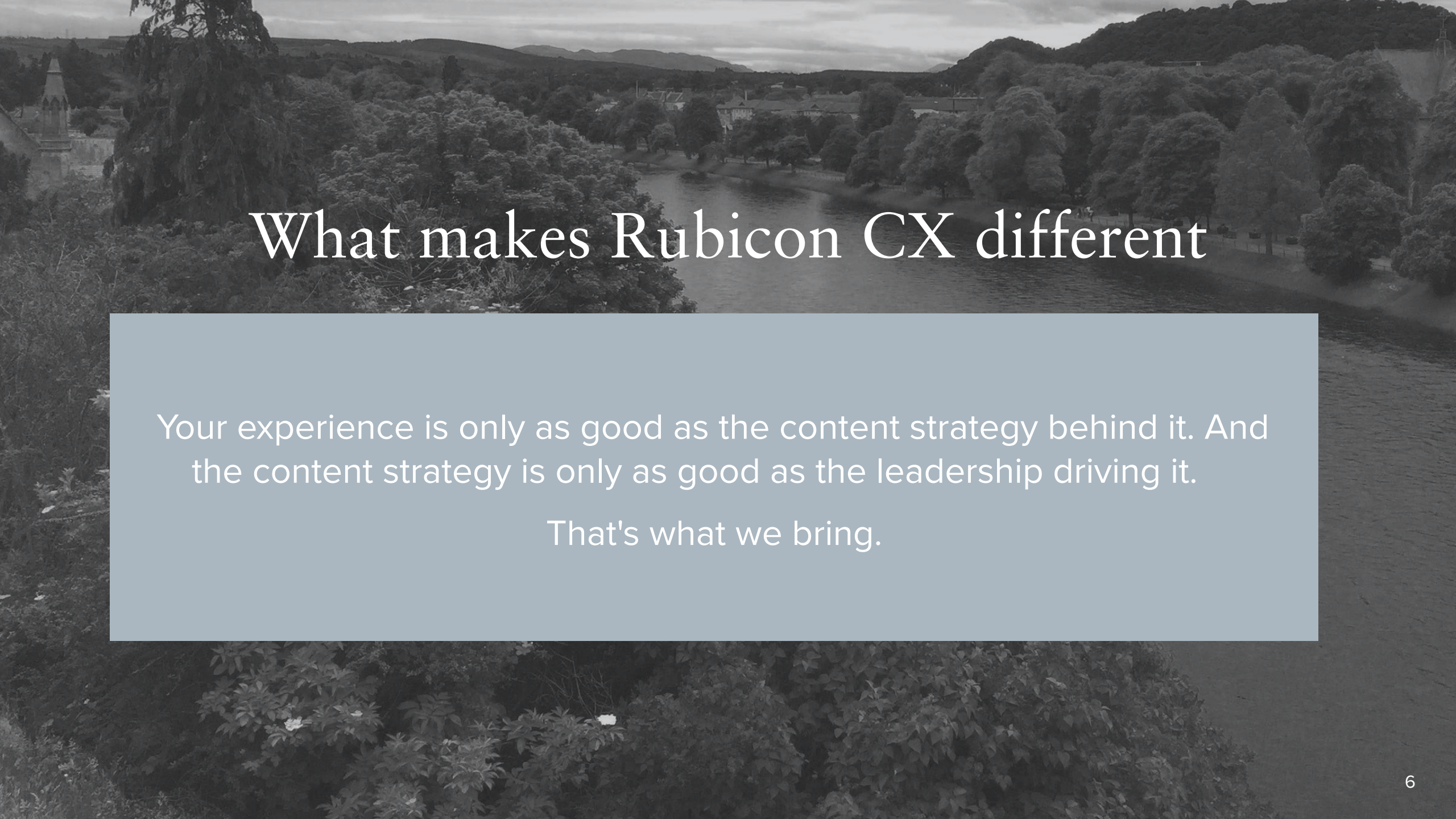
The content exists. The teams exist. The tools exist. What's missing is someone who treats content as a platform, not a deliverable—who understands how a taxonomy decision affects a campaign, how a governance gap becomes a brand problem, how a CMS choice constrains editorial for years. Someone who can 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.

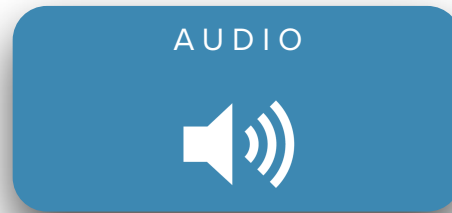
That's the foundation every experience is built on.

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Most organizations are only managing the 10% they can see

The other 90%—the metadata, the taxonomy, the content model, the governance structure—is the platform that enables the 10% and determines whether it 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

3 / Where we've been

Content strategy didn't exist before Tim Truxell 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, the founder, was one of those people.

He didn't write about the discipline. He helped make it.

He 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 (He was one of the editors).

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

2027+

Each stage added new capability. What's changed is the conclusion. The platform underneath the content is the next stage of that evolution.

4 / Where we are

The different sides of content

The Content Platform	The User Experience
Content Inventory	
Content Audit	
Content Gap Analysis & Audience Needs Assessment	
Content Strategy & Experience Brief	
Metadata, Tagging Strategy & Specifications	Sitemap
Voice System	Messaging Framework & Strategy
Content Strategy & Experience Playbook	
Taxonomy	Nomenclature
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 when we say [insert term *du jour*]

The discipline keeps renaming its own parts. Here's what the current terms actually mean—and where they overlap.

- Content Strategy is the umbrella under which all other activities occur. These can all happen, but without an overarching strategy, they will not be as effective
- Content Design concerns how content is populated within the design, including the nuts and bolts of managing the content and presenting it within a product 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 your 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

A content platform

Content Strategy

Voice & Tone

Governance

Taxonomy

Content Modeling

Workflows

Content
Marketing

Copywriting

Web Writing

UX Writing

Content Design

How we think

Not all that long ago...

It was all about having a great ad campaign and robust media plan. Consumers watched a commercial and hopefully 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, built on a platform, powered by storytelling and conversations that connect today's brands with tomorrow's consumers.





Content strategy

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

A good story badly delivered is a bad experience. Content strategy is what makes sure the platform can actually deliver it.

What's more meaningful than a conversation?

So, let's start one.

- Content is about creating conversations
- It's not just brand-driven. It's **engagement-driven** and **people-centric**. People looking to engage with...
 - Every tap
 - Every scroll
 - Every interaction



Good content is an ongoing conversation

It comes in many forms. 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)

The story isn't usually the problem. The delivery is.

And delivery is a platform problem, not a writing problem.

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

Cliche alert!

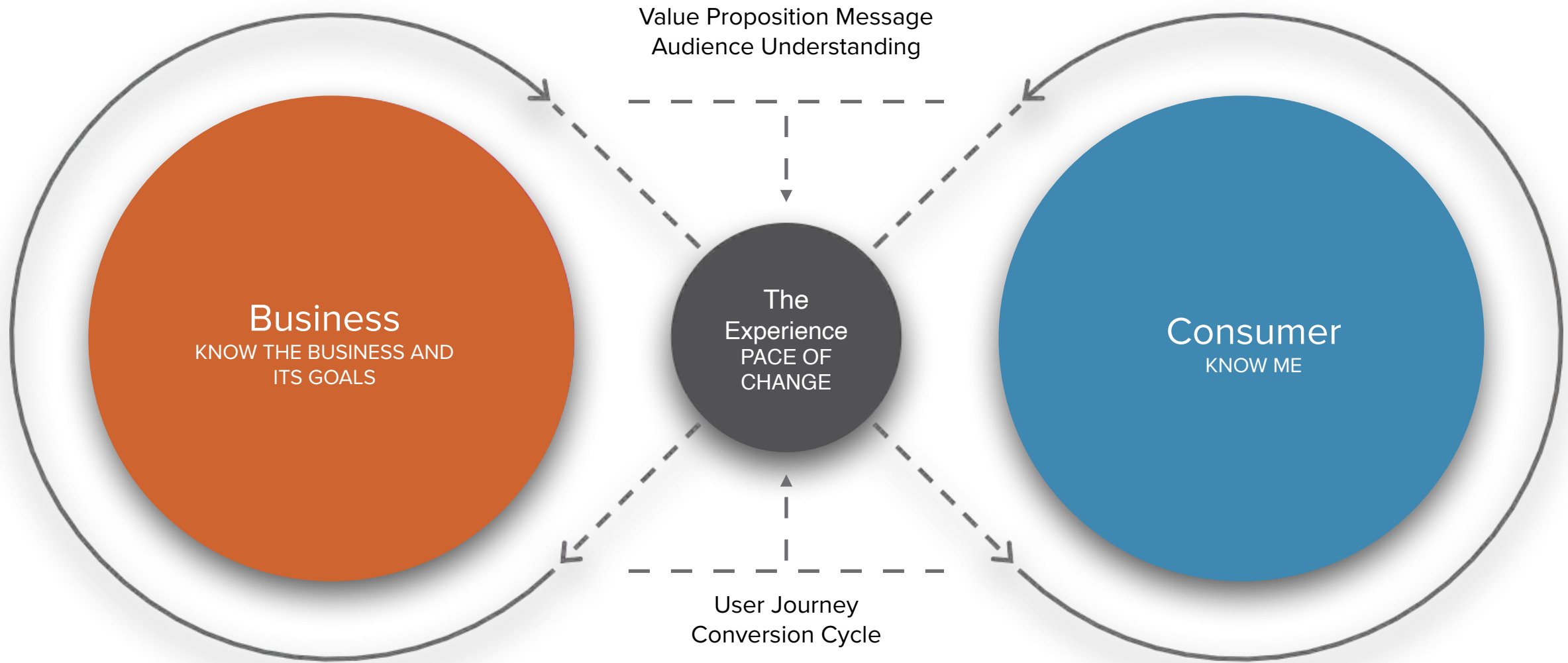
Content strategy focuses on getting...

- 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.

Getting all five right is what the platform is for.

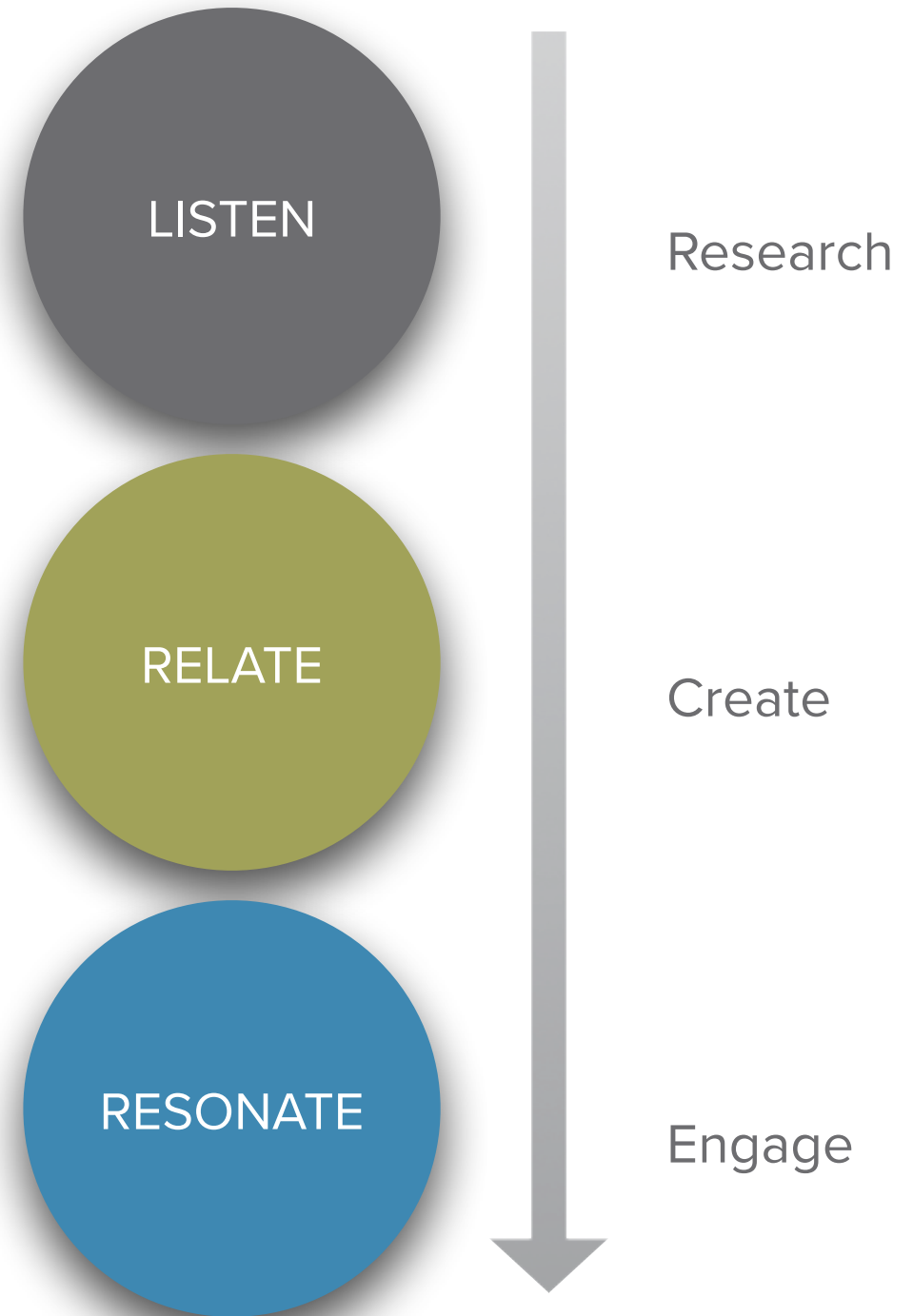
We keep all sides of the conversation in mind



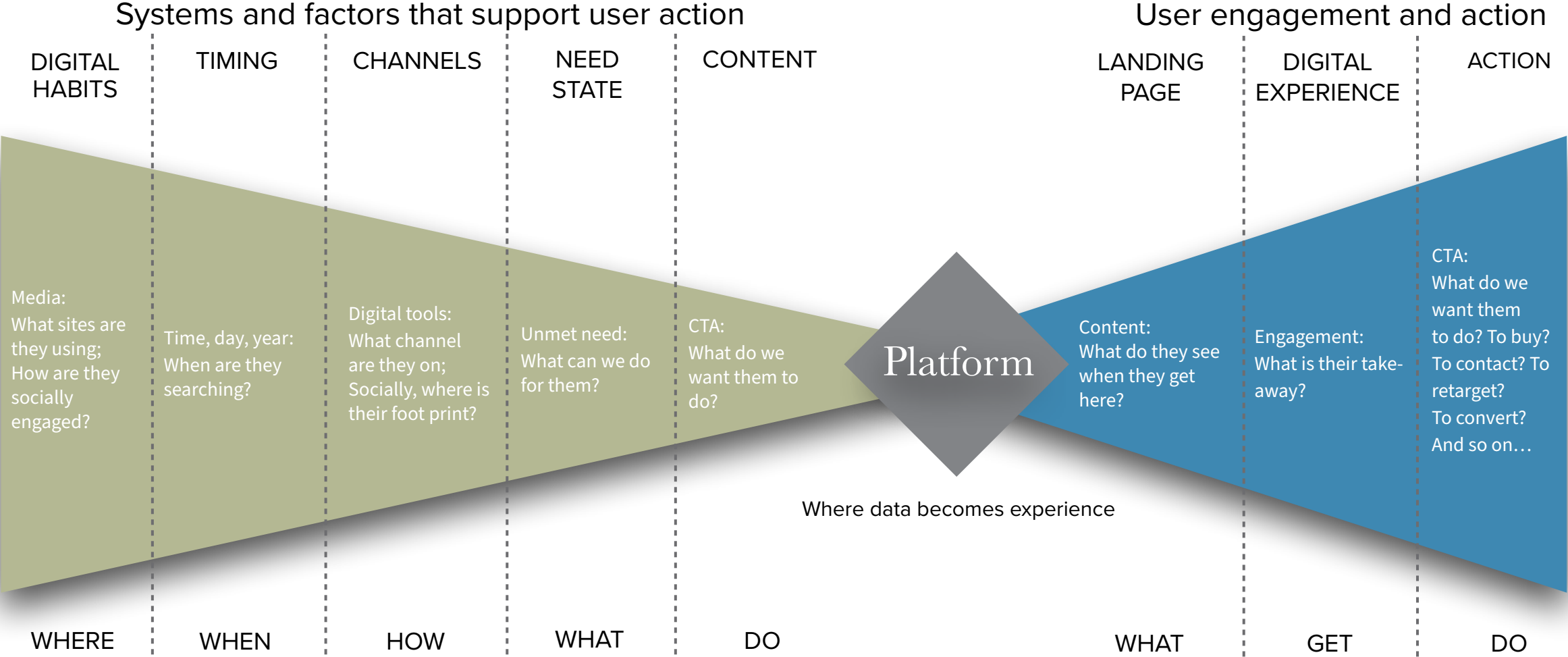
Listen first. Research what the user actually needs, not what you assume they need.

Relate it to the brand. Create content that connects what you learned to what the brand can credibly say.

Then resonate. Engage the user in a way that earns their attention back.



Every question runs through the platform

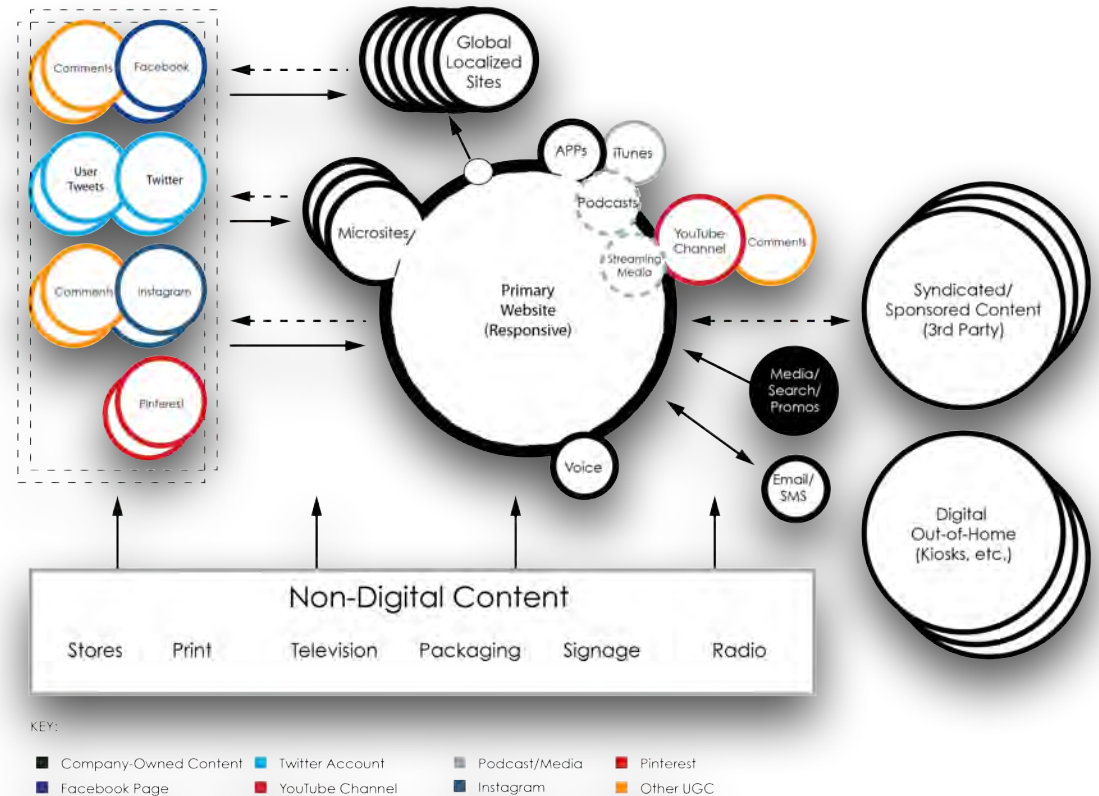


We think of ecosystems, not destinations

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

Then, guide them through it.

That's only possible when a platform holds the ecosystem together underneath.



Putting it to work

What happens without a content strategy platform

The symptoms look like separate problems, but they all go back to missing infrastructure.

No voice system:

- Inconsistent brand experience across teams
- Content that doesn't meet user needs

No content model:

- Content that breaks when reused across channels
- Missing cross-sell and up-sell opportunities

No taxonomy or metadata:

- Content nobody can find
- Poor or unrealized SEO value
- Broken or no personalization

No governance:

- Off-brand, outdated, inconsistent content
- Legal risk from circumvented processes
- No clear content ownership

No workflows:

- Frustrating internal production processes
- Inefficient use of expensive technology

Fix the platform, and most of this stops happening on its own

How the platform becomes the experience

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.**

The Content Platform

Data, Brand & User Knowledge

The platform that enables everything above it. It holds the brand knowledge and user insights that determine whether the experience above actually works.

A platform, before and after

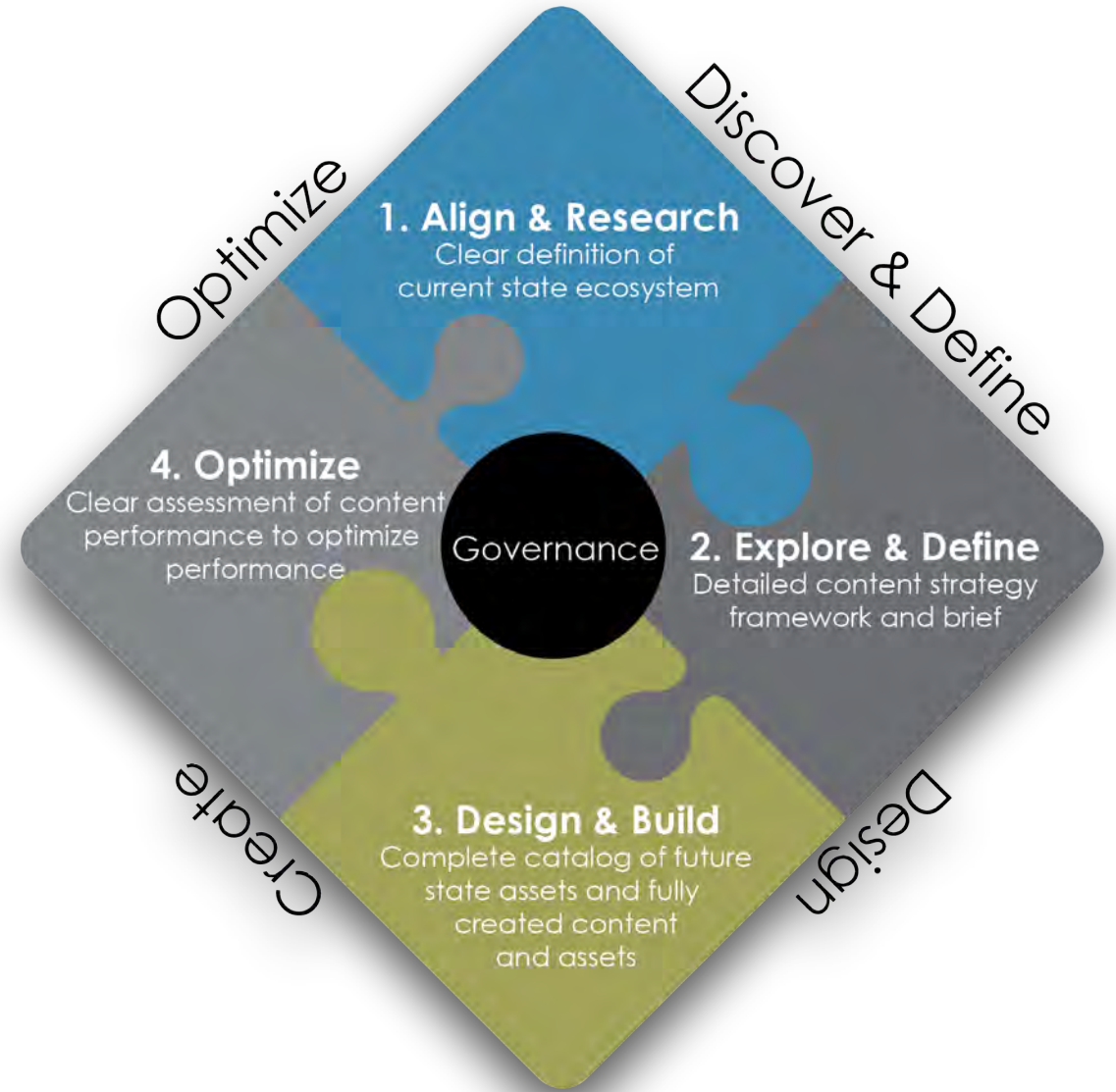
A global enterprise with no taxonomy to search and a CMS no one owned. Content existed. It just couldn't be found, and no one could say who was responsible for what happened to it next.

The fix wasn't more content. It was governance: clear ownership, metadata structure aligned to people's habits, and workflows that made maintenance someone's job instead of everyone's afterthought.

Search performance improved. But the real change was upstream of that—the content stopped degrading the moment it was published.

How it fits together

- Consider the platform, not just the content
- Look at the entire ecosystem
- 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



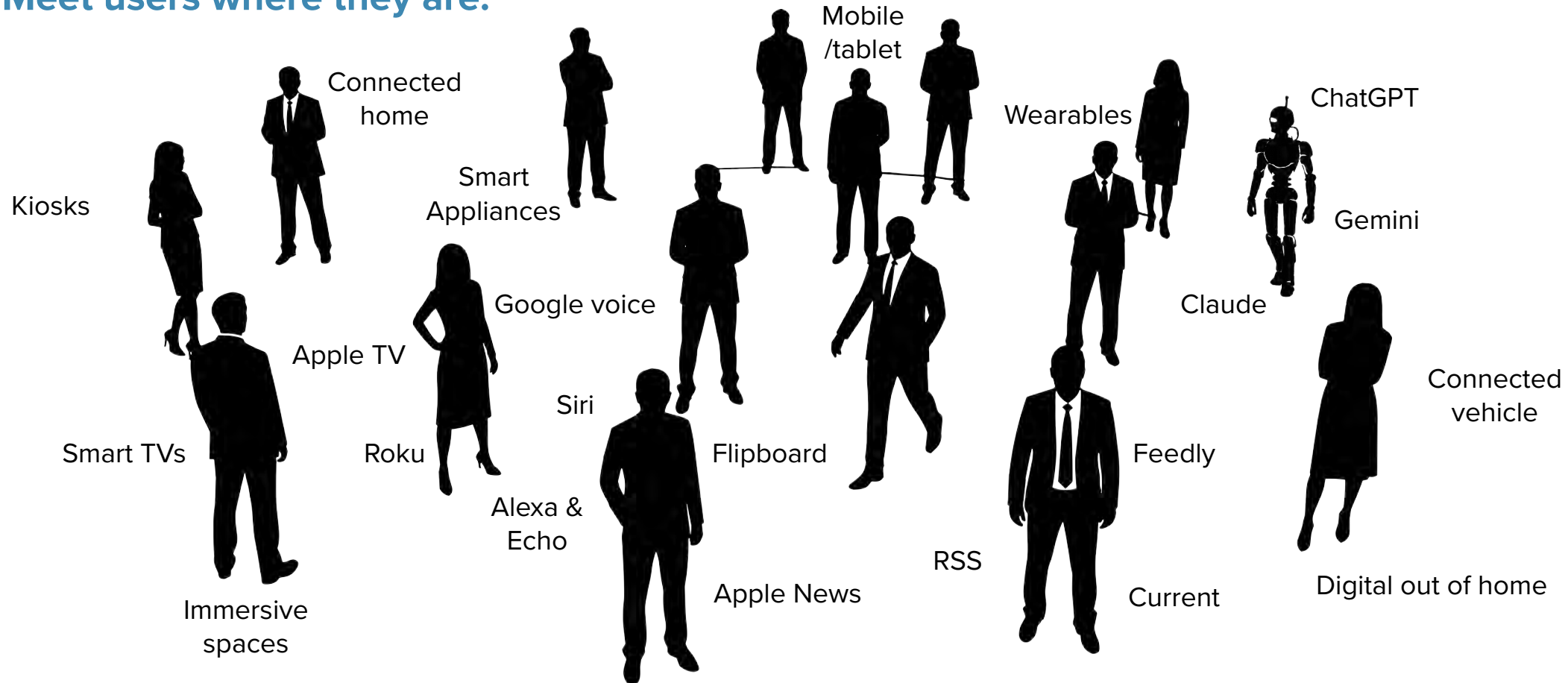
What we can help you do

- ✓ 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 we see content going

Where content lives now

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) | SEO/AEO/GEO | Smart Appliances | Generative AI

Content marketing is execution, not strategy

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/GEO



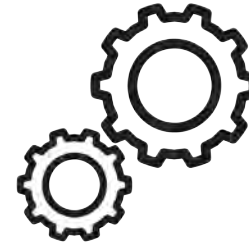
ANALYTICS



**SOCIAL
ACTIVATION**



**COPYWRITING &
UX WRITING**

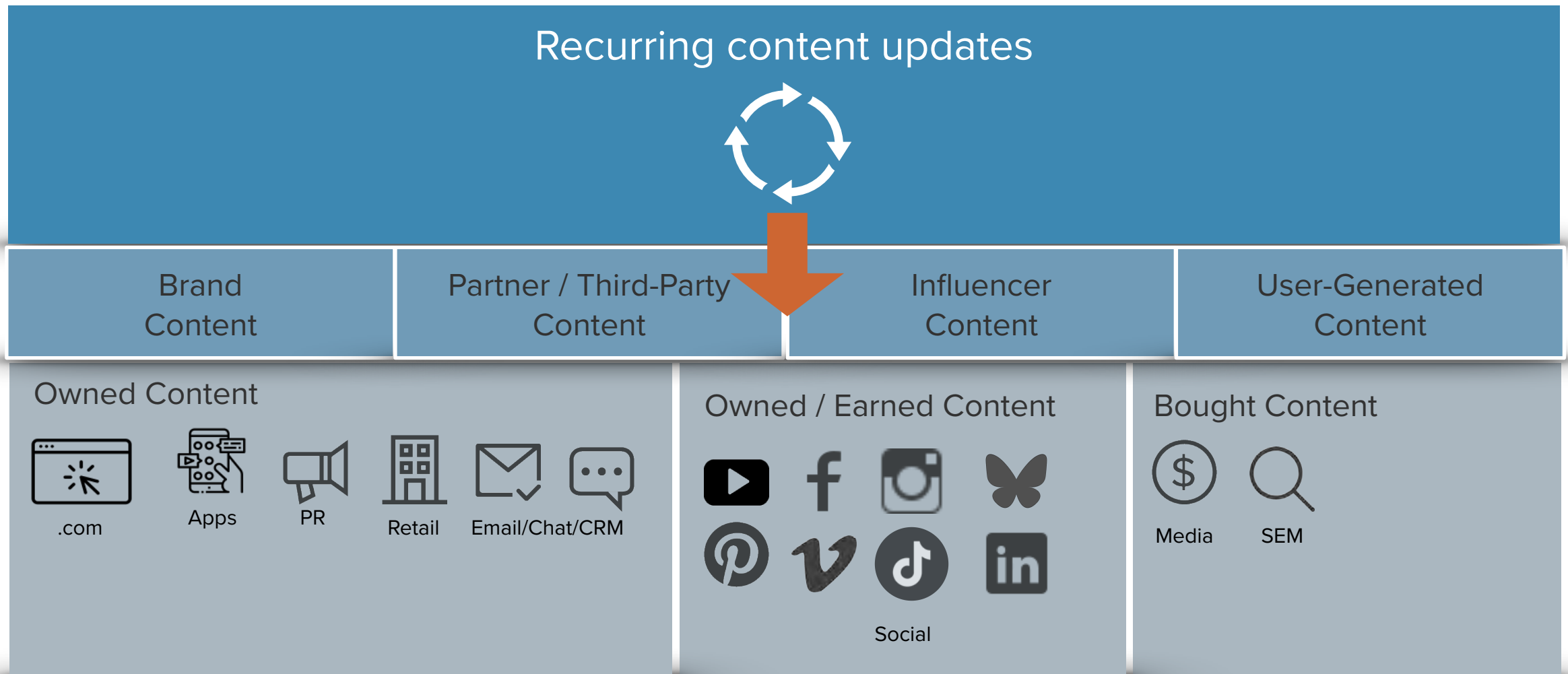


**METADATA &
TAXONOMY**



**DIGITAL
ASSETS**

Planning for an entire ecosystem, not a single destination



Bought → Owned → Earned

In the brand

Content marketing lets us build tailored user journeys through tagged content. **Confidence** springs from relevance, not volume. **Relevance** depends on the tagging and governance underneath.

↑ 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—text, images, and everything in between.

- 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 content marketing topics, generating outlines, and surfacing initial angles for articles
- Discovering online search intent and automating keyword research for SEO/AEO/GEO
- Crafting all search 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
- Determining governance structures or models
- Creating content models for the management and delivery of content



6 / About Rubicon CX

Timothy Truxell, Founder & Principal, Rubicon CX



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[Schedule a free consultation→](#)

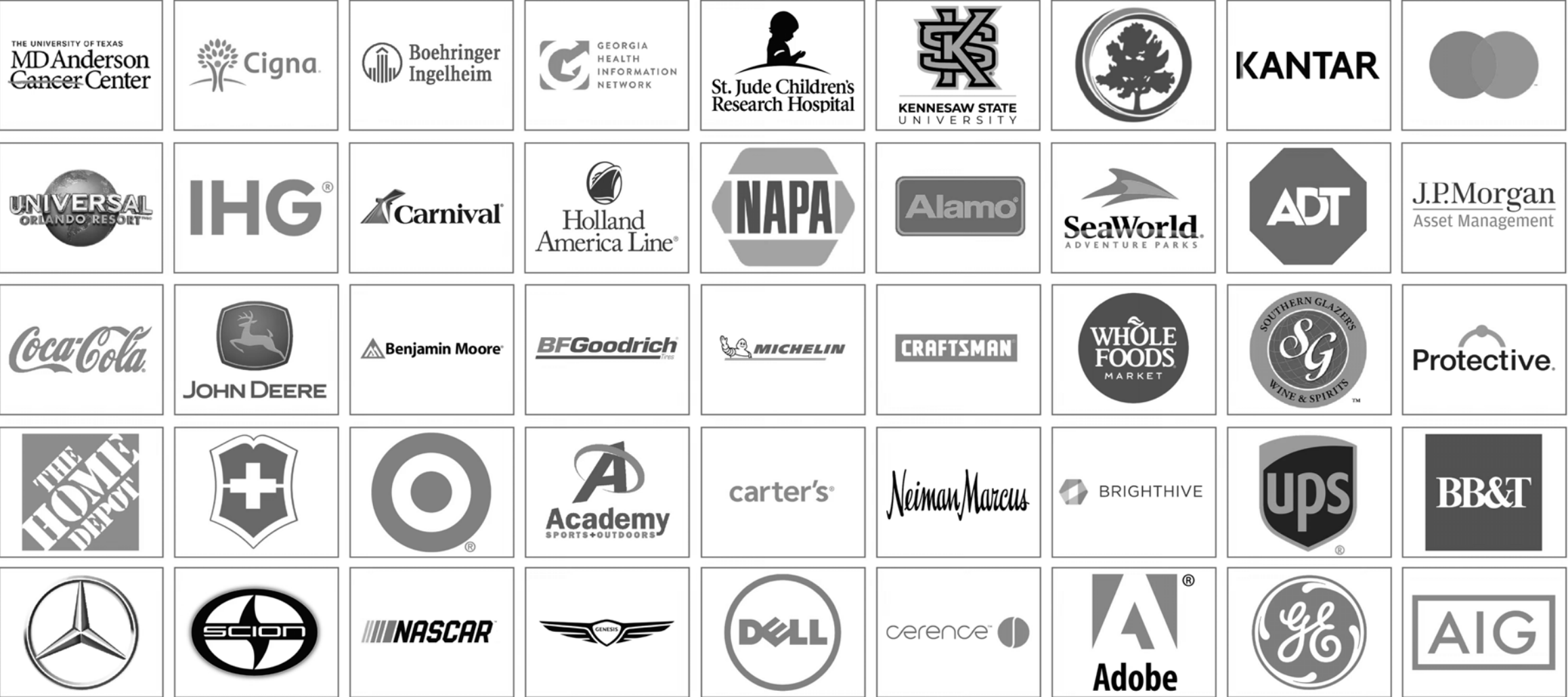
Timothy Truxell is the principal of Rubicon CX. He offers contract and fractional content and experience strategy leadership. He was previously a Senior Group Content Strategy Director and national content practice lead for Rightpoint.

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 was one of the editors of the book, *Enterprise Content Strategy: A 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



Key technological enablers & tools



Thank you,

Never end with a full stop

