

Garbage in, garbage out.

Content strategy and creation in the age of late 2023 AI



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World Peas 2024

Image credit: Midjourney + jam

OSP: Connect engineering with marketing and sales.

Your tech is complex.
Your message shouldn't be.

OSP: A B2B content marketing agency for tech product and service companies

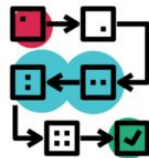


STRATEGIZE

Actionable strategic insights

Combine your product vision, strategy and business goals with your technical truth using our strategic framework.

Let's put it all together! →



PLAN

Editorial & campaign planning

Find that perfect sweet spot where your target audience, product benefits, and your goals meet, across any channel.

Let's make plans! →



CREATE

Expert content production

Get compelling, consistent, accurate content aligned with your vision, strategy, and technical truth — at a fraction of the time investment.

Let's do this! →



ENABLE

Writer enablement

Boost the quality of your content. Learn how through OSP training, workshops, content reviews, and writing resources.

Show me how! →

GARBAGE IN, GARG BAAGE OUT:



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AI is changing content.



*Content strategy
is more important
than ever.*

Why strategy so so much more important now

Strategy in the 2023 age of AI.

HOW TO DO STRATEGY

LINE IN THE AGE AI

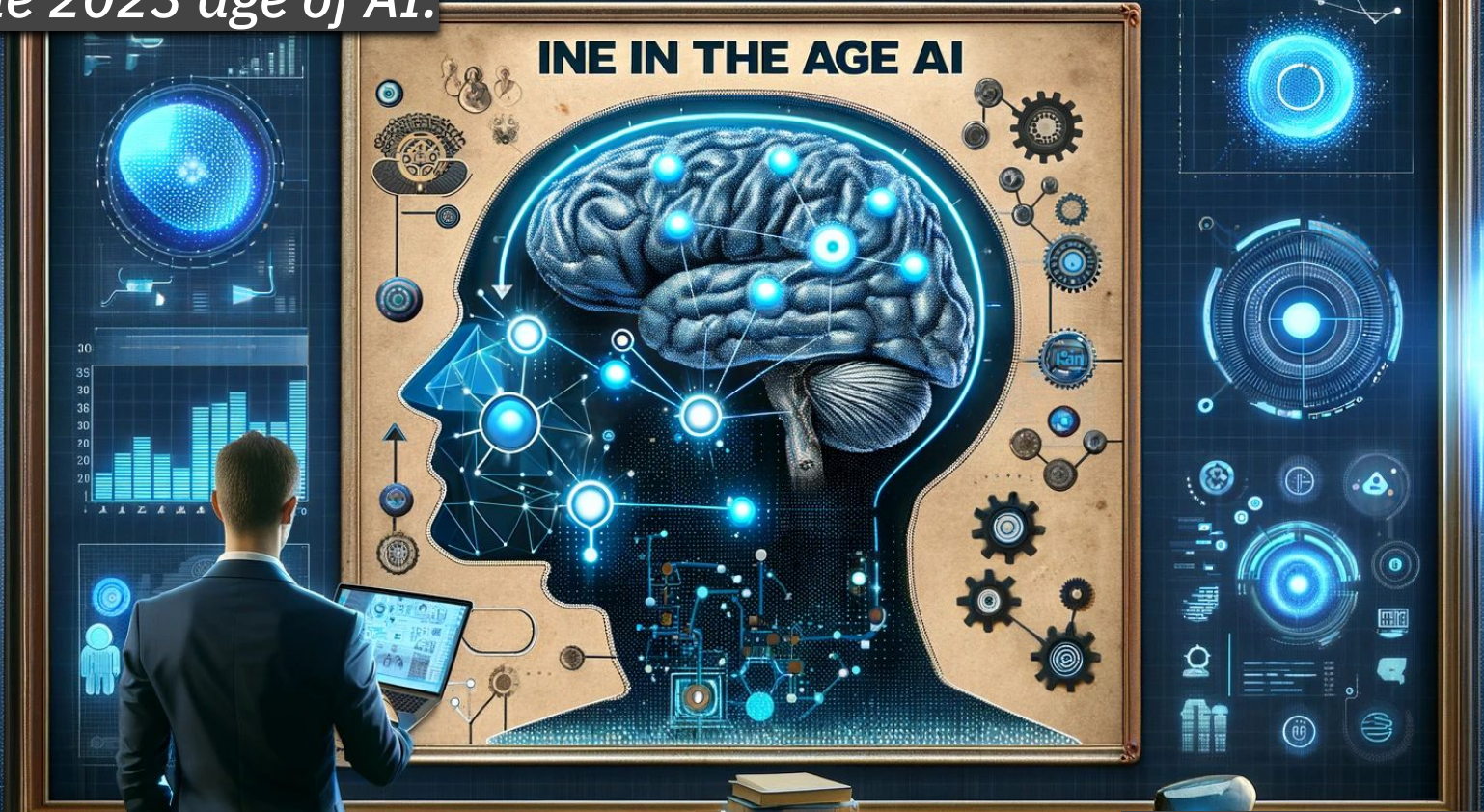


Image credit: Dall-E + ChatGPT-4

*“Good” content
in the 2023 age of AI*

How to write // produci in good
contence in th age ifi ōcontn



*Have something to say.
Publish longer, more
opinionated things.*

New, opinionated,
long-form.



*Interview and quote
subject-matter
experts.*



Build a single source of truth.

THE OPEN STRATEGY PARTNERS VALUE MAP

Product Tagline

Product Positioning Statement

Product Unique Selling Points (USPs)

Product Solution Statements

Feature Category Name
Tagline
Value Case

Feature Category Name
Tagline
Value Case

Feature Category Name
Tagline
Value Case

Feature Area Name
Tagline
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Feature Feature Feature Feature Feature Feature Feature Feature Feature Feature Feature Feature Feature Feature Feature Feature Feature

WHY?
Why are you developing this feature?
What solutions & business value does this feature deliver?
Roadmap planning & Feature ROI

HOW?
How does your product solve/address my business challenges?
Technical answers to business questions.
Technical due diligence.

Add value.

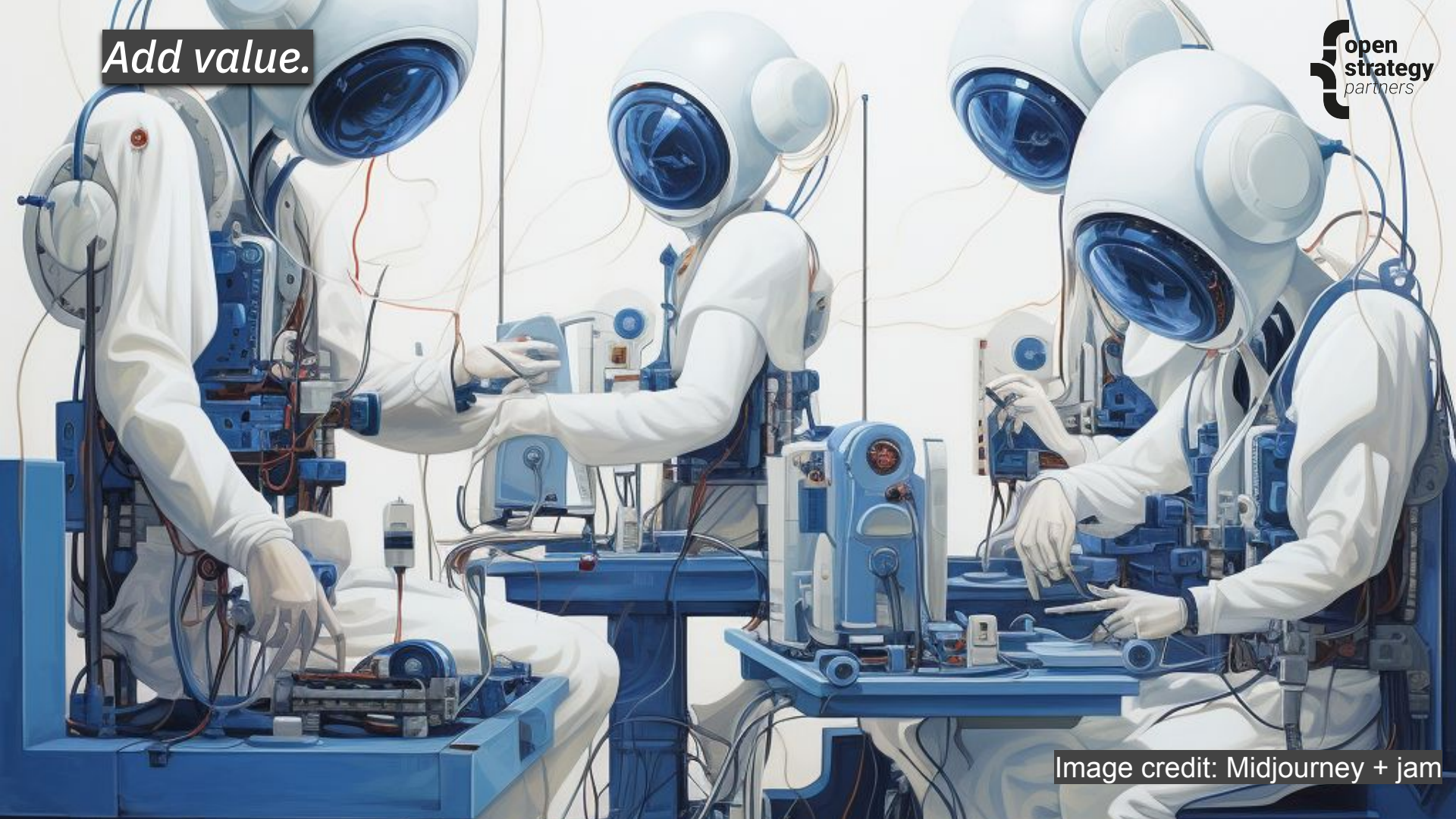


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Thank you!

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The logo for Open Strategy Partners, featuring a stylized white 'S' shape on a dark background.

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