

David Muir and Associates can assist with all your content management and business communication needs.

With our Knowledge Management and Social Media techniques, you can:

- Make your business information more valuable through easier retrieval and analysis
- Empower your employees through more relevant, up-to-date knowledge
- Increase sales by getting more traffic to your website
- Attract more business and new clients online
- Keep your sales pipeline full of interested prospects and loyal repeat customers
- Develop diverse and profitable business relationships with social networking and personal branding strategies
- Communicate with customers and employees more effectively, reducing costs and increasing market share
- Build effective, targeted email campaigns that people actually *want* to receive
- Become a recognized and sought-after expert in your field

Our products and services include:

- **[Business Analysis](#)**
- **[Interactive Communications and Social Media Planning](#)**
- **[Editing and Information Architecture](#)**
- **[Content and Digital Asset Management Systems](#)**
- **[Project Management](#)**

Our services involve the development of:

- **Goal and Objective Planning:** bringing the needs of the business in line with their technology requirements. This involves collaboration with your key personnel, forming an interdisciplinary team, and ensuring all stakeholders participate. This is also the time to set up measurements for progress and success.
- **User Scenarios:** creating detailed illustrations of the ways in which technology will be used in the context of the individual businesses. Sometimes referred to as "User Stories", these scenarios help guide the technology development and deployment.
- **Technology Deployment Plans:** rarely can a business invest in all of their identified technology needs at once. With an ever-changing technology landscape, it is important to be able to phase-in deployment without closing the door to new technological advancements. A technology deployment plan provides the details for what pieces of the technical solution fit together with the others and outlines a critical path for dependencies.
- **Technology Seminars and Workshops:** many businesses want their employees and stakeholders to understand the new technologies before deciding or deploying. As part of change management, communicating the consequences of change (and more importantly of NOT changing) is key to successfully shifting any organization. These seminars and workshops are designed to educate stakeholders in the latest knowledge management solutions.

## Success Factors

Incremental deployment, iterative client testing, and metrics are all key to success on our projects.

Phasing the work allows success to be determined at each step of the way. Businesses should not have to sink thousands, hundreds of thousands, or even millions of dollars into a solution before seeing its benefits.

In a similar vein, iterative client testing allows the people affected by the system, the users and consumers of its information, to be involved all the way through. Their feedback is critical to a successful outcome. Waiting until a solution is completely finished and dropping it in front of its intended users may be very efficient, but completely ineffective if they can't or won't use it.

Once you embark on a project to improve your handle on business information, you want to be assured you're getting your money's worth. Metrics of project factors like productivity improvements, client satisfaction, and brand loyalty are important but take time to gather.

Each project starts with a baseline measurement of quantifiable things like how many files or documents a company has, how many are still used or updated regularly, and how many requests for information have been received by your current archivists (if you have any). Even an early stage knowledge management system should start improving these numbers right away, either up or down. For example, depending on your goals and legal discovery requirements, you may want to store more or fewer files overall.

Longer term measurement of employee and customer satisfaction with the deployed system is also essential to measure through surveys and other qualitative methods.