



Tip Sheet CONTENT



Let's face it, content for content's sake doesn't cut it. The best content is rooted in strategy, aligned with an organization's key messages and themes, tells a compelling story — and must be held to the same quality standards long demanded of more established marketing efforts.

Start with Strategy

- Consider the goals of the organization, the marketing function and specific teams that will leverage content assets.
- Integrate the strategy across the full array of marketing functions and programs — such as PR, lead generation and events.
- Maximize efforts by using a hub-and-spoke methodology that extends cornerstone assets to additional content formats and expands core themes across supporting assets.
- Plot new content against stages of the buying cycle and target segments — does a piece make a particular buyer more aware of their problem, for example? Or is it helping them consider possible solutions?

Align with Key Themes

- Identify key messages and overarching themes that will support the overall content strategy and determine the desired brand positioning in market.
- Develop specific storylines or angles that bring identified themes to life in a timely, engaging way.
- Consider research — original and third party — to support your angle and add credibility.
- Engage influencers who share your point of view and can contribute to content development.

Demand Quality

- Tap true subject matter experts to inform content and ensure both accuracy and relevance while bringing a new or unique perspective to the dialogue.
- Provide a unique, value-add point-of-view that educates, rather than promotes your solution.
- Proof, proof, proof! All content should be reviewed by multiple people prior to publication to ensure it is grammatically and factually accurate, free of typos and jargon and generally engaging.
- Do not skimp on design and production services — sub-par execution delivers sub-par results.
- Measure the success of each individual asset and overall campaign — e.g., media placements driven by the material, downloads or new marketing qualified leads.



10 Questions to Ask at the Start of Every Content Campaign

1. What is the goal of this campaign?
2. What key theme does it address?
3. What audience(s) is the campaign trying to reach?
4. What specific angle or storyline will be of interest to that audience?
5. Who is the internal subject matter expert on the topic?
6. What research exists or can be fielded on the topic?
7. Who are the most influential experts in the market on the topic?
8. How will the content be distributed?
9. What content formats make sense to articulate the message?
10. How will the content be distributed and evaluated across paid, earned and owned channels?

TIP: Content that is developed with a single, specific audience in mind is often most effective. Trying to be all things to all people results in irrelevant or mediocre assets.

TIP: Compelling research no longer requires big budgets and long timelines. Consider a social media poll, brief customer survey or man-on-the-street interviews to collect compelling data points in addition to on-line research.

TIP: Content campaigns often employ multiple assets, with the same general concept and material presented in new and different ways to appeal to different preferences, maximize exposure and increase engagement.

If you need help answering these questions or taking action on your responses, Version 2.0 is here to help! Learn more about our content capabilities at www.v2comms.com