Do you know if your content is making an impact?

It’s time to level up

From “let’s just get content out” to strategic, data-driven content marketing
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You probably don’t realize it, but it’s been your content that’s transforming company culture and revenue.
57%*—that's how far the average B2B buyer is through the purchase decision cycle before engaging a team member in sales.

Without words, you’d have no website, no engagement with customers, and nothing to sell. Your content is a brand that takes ideas and transforms them into tangible resources. Resources make your business money.

Marketing shouldn't be treated as just the brand police or the department that blogs. Content, and marketing as a function, is the foundation of your business and brand. Content is the most critical function that can skyrocket your revenue. Marketing is the core of every effort your business takes to be successful. From internal communication to brand awareness, content is at the core of your brand.

But are you just "winging-it" when it comes to content creation? Or, are you data-driven, ROI focused, and maximizing the impact of each content item you produce? It’s time to level up.

* [https://www.cebglobal.com/marketing-communications/digital-evolution.html](https://www.cebglobal.com/marketing-communications/digital-evolution.html)
Why is content so important?

Content is at the core of your business.

60%* of your customers engage first with your content before anyone in your team. Content marketing is the foundation upon which your business operates. From the story told on your website, through to learning materials, you're producing content. Still, majority of businesses neglect the importance that content plays in business success. In fact, only 32%* of marketers have a documented strategy shared internally.

It's time to move away from a “just get things done to get them done” approach to content. A documented, data-driven amplified content strategy plan will amplify your business success.

Content maximizes revenue opportunities.

Content should serve audiences, build relationships, and be meaningful. It should empower decision making and drive conversion. However, most content creators are spending more time on just the output of content without focus on impact.

With an increasingly noisy digital landscape, it's also easy to fall into a trap of content that serves self-interests and self-promotion. Great content tells a great story that builds a relationship and educates. Each content interaction should create unique experiences that provide valuable interactions for each individual engaging with it. The future of content will focus delivering empowering, personalized experiences.

Content provides personalized experiences.

Whether you're creating content for internal memos, press releases, for customers in a product release, you can't be generic. Content needs to resonate at an emotional level. It needs to speak to a unique problem. This means that you can no longer sell to everyone. Strategic content planning is now more important than ever.
From experimental to data-driven content marketing

Making decisions based on a gut-feeling isn't going to increase your content impact. To ensure scalability and optimize impact, you need a strategic plan. A plan that ensures content is everywhere and at the core of every strategic goal. This plan will define the direction and of long-term goals and how you make future decisions. It will define how you know you're successful. It will also be the key to get the most out of every piece of content you make.

How can content empower the entire organization like this? Having a written content plan means every decision gets supported with a defined strategy. What you’re going to achieve, why, and a roadmap to get there also ensures you're minimizing risks. A defined plan keeps you from being too experimental, while also highlighting untapped opportunities.

What do we do? For whom do we do it? How do we excel at what we do? Unsure what the answers are to these questions? Your content marketing is most likely experimental.

The goal of content is to create opportunities for people to become aware of the solution you provide and convert to revenue. Just taking action is not enough to balance an effective marketing campaign. You have to target a specific problem, a specific audience, and personalize content based on real-time insights.

Strong content strategies empower your entire organization

From sales to human resources, great content has the ability to help with revenue generation, internal culture, external recruitment, and build positive sentiment not just with potential buyers, but anyone who comes across your brand.

This is only possible if you have a centralized strategy: content data, brand guidelines, who you’re speaking to and why—all this information needs to be centralized across all departments. This ensures your brand story is cohesive.

The benefits? Maximized content reach.
Maximize the ROI of content with a strategic, tactical, and operational plan.

Strategic planning keeps larger organizational goals top-of-mind when you’re executing day-to-day. For example, you’re not just sharing your brand story, but working towards revenue targets. Strategic plans define who/what/why for all your efforts. Strategic planning answers why content is important across all business functions to achieve success.

3 key strategic areas include: maximizing productivity, increasing profit, and optimizing ROI.

A strategic plan also defines who you’re not going to target and why. This eliminates the possibility that someone will misuse your brand or misunderstand your content goals. Every time a new idea gets introduced, you have a documented strategy to cross reference.

After strategy comes tactical planning; this is where the strategy you create comes to life. A tactical plan defines who’s going to be doing what, when, and what methods are going to get used. Tactical plans include actions and projects that will occur to reach your goals.

Lastly, an operational plan defines the conditions in which your tactical plan can happen. An operational plan answers questions, such as: What resources will be needed, what stakeholders need to get involved, what is the budget across our projects, and are we going to have to add any technology to our existing infrastructure to make this happen? An operating plan ensures there are no surprises that could stunt progress along the way.

Each planning phase acts as a stepping stone to create a robust content marketing strategy and execution plan.

With administrative planning out of the way, you can focus on delivering captivating content and measuring impact—not managing operational overhead.
How do I create a strategy aimed at making an impact?

Define your audience, who your customers are not, and eliminate what’s not working.

Targeting real people with real concerns means you’re not just “winging it.” When creating content, making assumptions of what makes your audience make decisions kills revenue. Content should speak to real problems, and real solutions you offer. Visualizing the individual who is absorbing your content ensures your brand story is relevant. Speak with your audience, not just at them.

You’re not just promoting a webinar to meet your content output quota. Be sure to document the actual goal you’re hoping to achieve, why, and how you can make it happen. Is it to raise brand awareness that will lead to X amount of revenue? Build your pipeline of leads to help with funnel conversion into sales targets? By answering this, you’re able to understand if your content is taking an approach that’s in it to win, or just influence vanity metrics.

Content doesn’t just increase web traffic or increase likes, it brings revenue to your business.

GET STARTED BY DEFINING:

What informs the individuals within these groups to buy or make a decision?
What does my company’s product or services solve?
What does my audience not care about that I should avoid?
What do we want them to do?
What is the goal or purpose I’m hoping to achieve through marketing content to them?


* https://www.demandmetric.com/content/content-marketing-infographic
Move away from vanity metrics and make revenue and conversion your key metrics.

From the first interaction through to keeping a customer for life, everyone in the organization is working to get and keep revenue. Think beyond likes, social shares, or time on page.

They are great beginner metrics, but when you think long-term, the ultimate goal is always revenue. It’s to track if your content is influencing X% more sales. Track revenue and what content your converted accounts engaged with along the way. Content engages, informs, and educates your buyers.

**THE MOST COMMON GOALS OF CONTENT ARE BRAND AWARENESS & LEAD GENERATION**

Key desired actions: Someone joins your top-of-funnel content campaign via a download, signup, request for information, attend an event... anything that captures contact details for a follow-up or next step.

**Content collateral:** eBooks, webinars, publications, workshops, newsletter signups, events.

**Goal:** Focus is on the qualification and funneling of leads gathered through your content funnel. The result is conversion of someone from a lead to a qualified opportunity.

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**TO GET STARTED BRAINSTORM AND DOCUMENT THE ANSWERS TO THESE 5 SIMPLE QUESTIONS**

Why are we creating content?

Who are we hoping our content connects with?

How and when will we interact with them? How will we know it’s the right type of content?

What do we want them to do?

How will we know we’ve achieved or are impacting our long-term goals?
Today's readers are looking for unique, meaningful interactions.

Conversion of readers to buyers doesn't happen by accident. It happens by developing a targeted content strategy that tells a cohesive story. Your efforts should aim to reach customers you want to have listening. Targeted storytelling raises awareness and focuses on people that are more likely to make a decision.

Here's a few ways to get started thinking about content strategy:

Raise awareness: Targeted storytelling helps your audience understand what your brand and services do. Based on a specific set of problems they're facing, you can target decision making. Messaging should focus on a job-to-be-done rather than something generic.

Promote discovery: Getting content in front of someone who has never heard of you is an effective way to automate an introduction to your brand. How do you do it? Draw attention to specific problems you're solving in places people are already looking. People searching for solutions see immediate value from their first interaction.

Foster qualified sales: Draw attention to specific problems you're solving. People searching for solutions can see immediate value when content targets a need. Target audiences help you create content they want to engage with since it speaks to them. The result? They reward you with their business.

Our organization helps [audience] with a solution to [pain they experience] by [benefit you provide]. We reach them through [X content initiative].

Content marketing generates 3 times as many leads as outbound marketing, but costs 62% less.
Every killer content plan connects to a tactical and strategic plan. Together, they ensure content is aligned to business objectives.

But, why this content and not that content item? The answer to this question is often left unknown. This is a common mistake content creators make when planning content programs. Without a strategy to answer this question, you run the risk of scope creep and mismanagement of content impact.

What’s keeping content at a mediocre stage is a lack of a content mission. A content mission keeps efforts aligned to the core of why you’re creating content in the first place. A mission ensures you are managing the risk of creating content for the sake of it.

Think of your content mission as the legs of your brand story.

Every piece of content you create has “legs” that help move your readers through your buyer cycle. Content creates initial awareness and also converts. It guides your audience through a series of interactions. If you can connect content to your strategy and further to a business objective, but not to why it matters, your efforts are wasted. Without a mission, you’re lacking a benchmark to measure success.

Content that can’t link to a content mission runs the risk of not having a clear ROI path.

With a written content mission it’s easy to accept or reject ideas.

Naturally, you filter through ideas and tasks discarding those that don’t fit. A content mission helps with identifying if a new idea or commitment can link to a defined goal.

While there might be the odd idea that creeps in that shouldn’t have been there, a written content mission will guide your team towards a more compelling story 8 times out of 10.
First meaning, then design—Write content for a purpose and make it easy to browse.

We often arbitrarily break content down to groups, sections, and bundles without answering first, “Why would a user want this content?” By answering what it achieves you’re able to define a content goal first. Defining a goal ensures your messaging will impact your bottom line. Once you’ve defined a purpose and drafted the content, then focus on layout and looks.

Remember that not everything you write carries equal weight. Be sure to layout content that speaks to all sections of your funnel, and to all your audiences. Is that stock image serving a purpose or communicating something new? Ensure design compliments content and doesn’t degrade your readers’ experiences.

Make it easy for your audience to love you. Don’t forget about usability and accessibility of content.

When was the last time you went through your own subscribe, onboarding, or sales nurture workflow? With the rise of content everywhere, experience and UX are falling behind. How someone interacts with your brand from start to finish is often thought of as a secondary factor to marketing success. You have to stop and to ask, “how easy it is for our customers to access our content?”

Review your call-to-actions, forms you make your customers submit, and what painful friction points cause drop-offs. Then, iterate and tweak pain points to create a more delightful experience. Boosting customer happiness boosts revenue.

Keep in mind that your customers don’t care about your revenue goals.

They’re not giving you money because they want you to hit your quarterly quota. You should be delivering continuous value that helps them grow professionally or move their own objectives forward.

**QUICK TIPS TO WRITING WELL-STRUCTURED CONTENT:**

1. **Keep the bulk of your core message to the first 600 words.** Searches favor posts that are longer, but consumers will leave if they don’t get what they need within a few seconds. Keep your strongest message visible upon entry.

2. **Use headers and sub-headers. To please scanners.** Clear headers make your page look less like a “blob” of text and create distinguishable breaks. Scanners may not want to read everything. Tie in a reader through clear sections to help them see exactly where the content they’re looking for is on the page.

3. **Bold important parts of a sentence.** Key takeaways in non-header elements should be bold. This causes the readers’ eyes to go to the most important points on the page.

4. **Write like you talk.** Have a conversation with your reader, don’t make them get out a dictionary.
A great way to improve your content strategy is to add content scoring to your existing content, call-to-actions, and campaigns.

Content scoring is a data-driven analytical process that tracks how each piece of content you create is driving leads and conversions. To get started, map out what content someone will encounter from their first touch with you through to their last (a closed deal). From there, score each content touch point and map out what happens next if they become disengaged along the way.

**Want to start simple?** Measure the top 3 actions such as gated content and demo/trials. Start by tracking your most valuable events and who’s performing what to create a content campaign aimed at conversion.

The key in it all is to know your customers. Know what they want, need, like, value. Know what convinces them. Know what moves them.

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**ACCESS A SPREADSHEET VERSION OF A CONTENT SCORING TEMPLATE:**

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**SAMPLE CONTENT SCORING TEMPLATE**

<table>
<thead>
<tr>
<th>EVENT</th>
<th>ACTION</th>
<th>IMPORTANCE</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web browsing activity</td>
<td>Repeat website visitor</td>
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<td>20 for each 5 visits</td>
</tr>
<tr>
<td>Community activity</td>
<td>Reads spotlight story</td>
<td>3</td>
<td>10 for each story accessed</td>
</tr>
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<td></td>
<td>Subscribes to blog</td>
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<td>50</td>
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<tr>
<td></td>
<td>Shares your content</td>
<td>2</td>
<td>5 for each share</td>
</tr>
<tr>
<td>Social engagement</td>
<td>Follows on Twitter, Facebook, LinkedIn, or other.</td>
<td>2</td>
<td>5 for each platform follow</td>
</tr>
<tr>
<td>Instant lead</td>
<td>Requests demo</td>
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<td>100</td>
</tr>
<tr>
<td></td>
<td>Downloads gated content</td>
<td>8</td>
<td>80 for each download</td>
</tr>
<tr>
<td></td>
<td>Signs up for event or webinar</td>
<td>7</td>
<td>60 for each time</td>
</tr>
<tr>
<td></td>
<td>Starts a trial</td>
<td>10</td>
<td>100</td>
</tr>
<tr>
<td>Negative activity</td>
<td>Unsubscribes</td>
<td>0</td>
<td>Puts them back to 0</td>
</tr>
<tr>
<td></td>
<td>Bounced email</td>
<td>0</td>
<td>-20 for each bounce</td>
</tr>
</tbody>
</table>
Brands have narratives. Avoid the “new shiny ball” syndrome.

Decisions about new content initiatives should get associated with business objectives. New ideas should only get executed when it's clear why the new idea will be effective at moving your goal forward. Don't just do what's new because it's a trend.

It's easy to get distracted by a new trend or idea and forget about the strategy or tactical plan you have in place. But that's exactly why goals exist—to keep you focused. If a new idea is going to help, be sure to elaborate on exactly why. Don't clutter up your tactical plan. Manage scope creep risk by always referencing your strategic goals.

Continuously adding new ideas without removing old ones that you've already committed to can lead to team fatigue and burnout. Worse, it can muddy clear progress towards your goals. Putting in the work to tie an idea to your strategy ensures you're not just doing it because it's the "latest new trend."

Keep strategy top-of-mind with every new content initiative using this content brief template: http://bit.ly/SampleContentBrief

Accept that no roadmap is perfect and embody your brand identity in everything. Every piece of content should contribute to your business.

Need another way to ensure content is delivering impact? Partner with your loyalty team to add a happiness metric.

One of the most important metrics that content marketing should measure is happiness. It builds loyalty, trust, and maintains a healthy relationship. If you weren't happy, would you still want to engage with someone? If we're asking customers to go through hell to learn or grow with our brand, how can we expect them to be happy?

Marketing efforts are often focused on vanity metrics: likes, engagements, followers. But, when was the last time you stopped to ask, “Are my customers... happy?” Work to create pleasant experiences. Happier people are more likely to continue engage with you. Engagement converts to revenue.
Content marketing is your business.

Outside of the marketing team there's often not a clear understanding of the outcome content is aiming to achieve. SEO, lead gen, optimization... What do they mean? If you were to ask, “what's the goal of our content?” you'd get a blank stare. A simple, yet challenging question that most businesses rarely ask themselves. But, the answer is easy—to gain more customers and keep them.

Many businesses get caught up in the daily tasks of producing content that they lose sight of the outcome they're hoping to achieve. Move perceptions of marketing away from just a department that manages brand. This will transform content from just a department to a revenue incubator. You're in the business of content whether you like it or not.

One way to rally everyone behind content marketing is through creating a common language. Document how content trickles through your business functions and how outside the marketing team, anyone can and should be leveraging existing content to drive revenue across their own projects.

Create a common language that encourages all teams to leverage content created.

**TIPS TO GET YOU STARTED:**

Create and share a list of common terms, projects, and ways you measure success. Creating a universally understood language means everyone can relate to what you're saying. It's also beneficial for new hires! Documentation helps those who join ramp up that much quicker.

Document how content trickles through your business functions and how outside the marketing team, anyone can and should be leveraging existing content to drive revenue across their own projects.

Create content goals that everyone understands. Share progress bi-weekly with updates on key projects that are making an impact on business success.

Create a yearly tactical plan to keep your team on track.

This is where execution happens. Who's going to be doing what, when, and what methods of production you will use to get there. From strategy to calculated actions, tactical planning involves small scope actions.

_Thinking on a yearly timeline helps you be proactive._ It's also a good time frame to avoid getting bogged down in administrative work every week of who's doing what.

_Break your year down into quarters or months:_ What are you focusing on in each section? Brand awareness, lead generation, or perhaps reducing churn via learning opportunities? Focus on a higher level business goal that other departments are also working on and make your initiatives collaborative.

_Focus on themes and outcomes, not granular projects or tasks._ Going too granular, such as defining you're writing 300 blog posts, can make you focus more on delivery and less on impact. The type of initiatives you do and the content produced should get left for monthly planning.

Supplement your yearly plan with monthly team meetings to discuss wins and roadblocks

It's important to make changes in real-time on a frequent cadence to course correct. Assess your programs on a monthly basis and ask:

**If something is off-track discuss:**
What roadblocks are preventing us from moving forward?
Any risks we need to mitigate now that might come up next month?
Is there anything that didn't work this month that we can stop doing?
Is there something we need to start doing to make our goal happen?

**If something is on-track discuss:**
What has made this successful this month? Is there anything we can learn for other projects or should document for future reference?
Any potential risks we need to mitigate now that might come up next month that will impede the continued success of this?
Is there something that we can do to take this to the next level?

* [https://www.demandmetric.com/content/content-marketing-infographic](https://www.demandmetric.com/content/content-marketing-infographic)
Don’t treat strategy, performance, and goals for your content as separate or siloed initiatives.

Everything you do overlaps and influences the other. Your strategy informs your execution, your execution gets influenced by performance, and goals keep you focused.

Most marketing campaigns master the tactical part of marketing. However, most miss the mark on amplifying their efforts due to a missing strategy or “north-star” goal. Ignoring the link between actions taken and the impact they have on your business is a difficult way to prove ROI for content output.

Conversion rates are only meaningful if they’re accomplishing the right goal for your business.

Getting started: Whether you’re just getting started with a content marketing campaign or looking to take yours to the next level, ask yourself, “what efforts are helping move us forward, why, and how will I know I’m successful?”

Be data-driven

Making decisions based on a gut-feeling or intuition isn’t going to amplify your content ROI. To ensure scalability and optimize impact, you need a strategic plan. This plan defines the decision-making process that motivates your long-term goals. Having a defined strategy for what you’re going to achieve, why, and a roadmap to get there ensures you’re minimizing risks.

QUESTIONS TO INFORM YOUR STRATEGY PLANNING

<table>
<thead>
<tr>
<th>ANSWER WHO AND WHAT</th>
<th>ANSWER HOW</th>
<th>ANSWER WHY BOTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy</strong></td>
<td><strong>Tactics</strong></td>
<td><strong>Objectives</strong></td>
</tr>
<tr>
<td>What pain are we solving?</td>
<td>How are we going to communicate our brand image?</td>
<td>Why are the defined tactics most important?</td>
</tr>
<tr>
<td>Who are we solving this for?</td>
<td>How will we inform our target customer/audience?</td>
<td>Why this goal?</td>
</tr>
<tr>
<td>What opportunities are we potentially missing?</td>
<td>How do we define “quality”?</td>
<td>Why is this strategy/tactic helping us move forward?</td>
</tr>
<tr>
<td>What's our business' value proposition?</td>
<td>How will we support our strategy and “realize” our goal?</td>
<td>What goal is it moving forward?</td>
</tr>
<tr>
<td>What's our brand identity?</td>
<td>How are we going to educate?</td>
<td>What contributions is our content making to our overall strategic business mission?</td>
</tr>
<tr>
<td>What's it trying to accomplish?</td>
<td>How are we going to show we're the best solution?</td>
<td>Why this particular campaign over another?</td>
</tr>
<tr>
<td>What's the market telling us about our buyer's habits?</td>
<td>What's our budget?</td>
<td>Why will this help us iterate and improve our strategy?</td>
</tr>
<tr>
<td>What's our mission and purpose for creating content?</td>
<td>How will we maintain interest?</td>
<td></td>
</tr>
</tbody>
</table>
Don't forget about teamwork and collaboration.

It's easy to get lost in numbers. Easy to feel the stress of needing to produce and prove your content is making an impact. It's so easy, that most forget to focus on team and collaboration. Including your entire organization in content can lead to perspective sharing and new ideas that might not have otherwise got shared.

This doesn't mean that anyone should be able to freely publish content. You should stick to your internal workflow structure to ensure your brand messaging and goals are aligned. However, every employee in your organization should be able to, and more important, encouraged to take part in the content process.

Ask different team members from all areas of the organization to pitch a content brief.

Have them join your weekly brainstorming session and present a topic of interest to them. Hold a lunch and learn to walk through filling out the brief and why each section is important to the content creation cycle.

Having each department walk through the same creative process as the content team can also work to build empathy. Help your organization understand the role content plays in business success. Team building and ROI win!

Add a bi-weekly feedback session that is open to your entire organization at any time.

Everyone in the team spends time with different customers at differing times. Each team member can bring unique feedback on how your content is impacting customer loyalty. If your team is continuously providing feedback directly from customer interactions, be sure to incorporate that feedback. Be dedicated to making changes based on real-time data from all parts of the organization.

Gain new perspective for content ideas. The collaborative environment can be great for team building and create mentorship opportunities.

Create a culture where it's okay for anyone to spend work time contributing to the content creation cycle.

Setup your team for success by providing brand guidelines, a documented strategy, and content standards necessary for publishing. Document who's responsible for what in the event of a question.

Don't silo individuals into strict areas like "drafter" and "editor." Doing repetitive tasks is a sure way for someone to lose their creative spark and get bored.
Remember, content marketing is about consistency.

Create a cadence and rhythm that works not only with how your audience consumes content, but with what is sustainable for your team. While monthly may work with certain content deliverables, like Webinars or eBooks, your audience may expect content weekly. Staying top-of-mind is important for any great content marketing effort. But, you can't create at the expense of producing boring, or meaningless content. Worse, don't create at the expense of high operational overhead.

Sticking to a regular schedule of content distribution and committing to that schedule is also powerful for brand awareness. This is because of the power of predictability. Humans naturally feel more comfortable when something is predictable. Predictability breeds trust.

Manage consistent output with a visual approach to content planning.

In an increasing deadline-driven world, marketers are realizing that a centralized planning and publishing hub is key to successful planning.

Why? Your brain processes visuals 60,000x faster than text. Spend more time creating, less time lost in details. Need to send an update to senior management, or provide a progress report on your content performance? Scrambling through spreadsheets or lists of items that you're working on can take 10x longer to process than something visual. Your brain has to try create a visual scene of what those list items amount to as a whole.

Visualizing your content in a calendar format with color coded adds visual recognition. This condenses the information you're looking at in a format that allows for understanding in 1/10th of the time.

Having a visual project plan allows for future project planning. It also encourages a collaborative approach to managing projects. Visual cues also make it easier to highlight what is created and in what distribution channels they're shared.
Agile Marketing is an approach to marketing that takes its inspiration from Agile Development and that values:

- Responding to change over following a plan
- Rapid iterations over Big-Bang campaigns
- Testing and data over opinions and conventions
- Numerous small experiments over a few large bets
- Individuals and interactions over target markets
- Collaboration over silos and hierarchy of people/info

The goals of Agile Marketing is to improve the speed, predictability, transparency, and adaptability to change.

80% Good is Better Than 100% Never—Think agile.

Focus on fixing bite-sized problems over time in quick iterations. The most common mistake creators make is trying to perfect everything before launching something. Instead, agile thinking treats execution as opportunities to continuously deliver improvement. Every moment is a learning opportunity to know what situations to avoid next time and how to optimize rather than recreate.

Launching content quickly gives you chance to measure and adjust. While that new blog post typo may have slipped through the cracks, it’s better than nothing. Launching gives you a chance to improve the next iteration. You may even be able to add operational efficiency to your editing process by discussing how it got missed the first time.

To key to initiating and iterating is to simplify.

Every day waiting for one more edit, one more image, or one more idea to get started on before launching a project is one more day that you’re missing an opportunity to engage your target audience. You’re missing out on brand awareness and the potential to know if your efforts are even helping your goals stay on track. The more focus on delivering, not perfecting, the more chances you have to captivate your audience.

Agile execution reduces the cycle time between launch, measurement, and proving ROI of content.
Content is transformative. But why?

You have a story to tell—content is the medium on which that story unfolds.

Technology delivers stories. You have to first write the narrative that will resonate and second, have a dialogue with those that want to listen.

We live in a digital world. People want to get reached in ways of their choosing and at times most convenient.

The agility that content affords is an inexpensive, flexible way to maximize reach, minimize effort.

Starting conversations and engaging with customers can only happen if you’re convincing enough to make someone stop and listen to you specifically.

How do you do that? Content.

Every business gets influenced by content. How can you tell your story without words, visuals, or audio messages? The quality of that content will influence the success of your business.

Investment in content is an investment in future success.

Business is all about relationships. Content is the scalable medium to build relationships. By talking about pain points, content engages customers with solutions. How? Through engaging conversations.
Content marketing is about telling stories, creating ideas, and generating understanding of theories and concepts.

You’re no longer competing with your previous quarters’ benchmarks—you’re competing with thousands of other content ideas being launched daily. To captivate the readers you want to have as part of your brand story, you have to create personalized experiences, have a unified customer experience, and deliver a strategy that motivates and streamlines your team to deliver meaningful content.

Don’t forget to balance good design and usability of content to make sure your content is pleasant to interact with.

Having just a strategy without a tactical plan, or a tactical plan with no clear objective in sight is not enough—a strong content strategy is backed by a clear tactical plan, works to help contribute to a strategic business objective, and is data-driven.

Content isn’t just for your marketing team—From your sales cycle through to your brand experience in support, all the way to recruitment in HR, everyone on your team should be leveraging and re-purposing contact to maximize impact.

Content tells a story, educates, and makes a meaningful impact—it doesn’t just shamelessly self-promote your product.

Remember, content marketing efforts should be consistent.

Create a cadence and rhythm that works not only with how your audience consumes content, but with what is sustainable with your resources. Balance delivering what your customers expect and what you can handle.

Staying top-of-mind is important for any great content marketing effort. But don’t do it at the expense of producing boring, or meaningless content.

Make data-informed decisions

It’s important to not just measure internal content output metrics, but also to measure performance. How much interaction is your content getting organically, through paid advertising, and in what channels. Answering and paying attention to performance metrics will help ensure scalability and optimization of impact.

Don’t forget to download these free resources:

**DEFINING YOUR TARGET AUDIENCE EBOOK:**

**CONTENT TERMINOLOGY AND GOALS TEMPLATE:**

**CONTENT BRIEF TEMPLATE:** http://bit.ly/SampleContentBrief

**CONTENT SCORING TEMPLATE:** http://bit.ly/ContentScoringTemplate
It’s time to level up

See how Marketing.AI can help take your content strategy to the next level.

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403-318 Pender St. West
Vancouver, B.C.

support@marketing.ai