

AN HONEST GUIDE TO CONTENT BETTERMENT

5 steps to making better content

PURPLE

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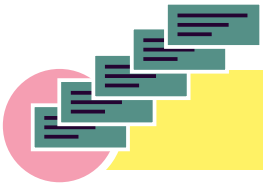
How do you make great content and content-led communications that actually work?

In this increasingly busy and heavily content-driven world, many companies we speak to are still in the mindset of trying to 'out-content' their competition.

The problem with this is that as businesses increase their content production, so too do their competition, resulting in more content being produced than actual demand to consume, and a reduction in its perceived value.

60% of the content being produced and published is never used - never viewed or downloaded





The amount of web-based content is more than doubling every year

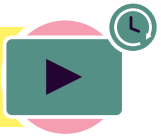
There are now over 1 million unique publishers on LinkedIn, publishing more than 130,000 posts every week





There are over 500 million tweets every day

More than 300 hours of video content is uploaded onto YouTube every minute



It is easy to be tempted to jump onto the content train for a lot of hot topics or to try to swamp a whole load of content areas with thought and opinion, but with it becoming increasingly difficult for brands to be seen, the answer is not to saturate the market but to focus on producing smaller quantities of more relevant and valuable content.

Content that delivers valuable insight and advice on issues your customers and prospects care most about, and that adds value both to them, and to your sales conversation.



Why should anyone care what we think – what do we think makes us so important?

Producing truly valuable content starts here:

1. Understanding your customers -
What do my customers care about the most?

2. Understanding yourself - What value do we add?
What are we best at? What is our point of authority/expertise?



Through engaging a strategic or insight-led approach to your content, you can ensure that your content is always customer-led, truly relevant and valuable, and that it comes from an honest position of authority and expertise.

Content coming from this position will help you build communications that will enhance and build your brand, customer trust, customer engagement and long-term relationships.

Take a look at your current content plan or your content ambitions and consider working through a simple 5-Point Check List that can help to better set you up for content success.



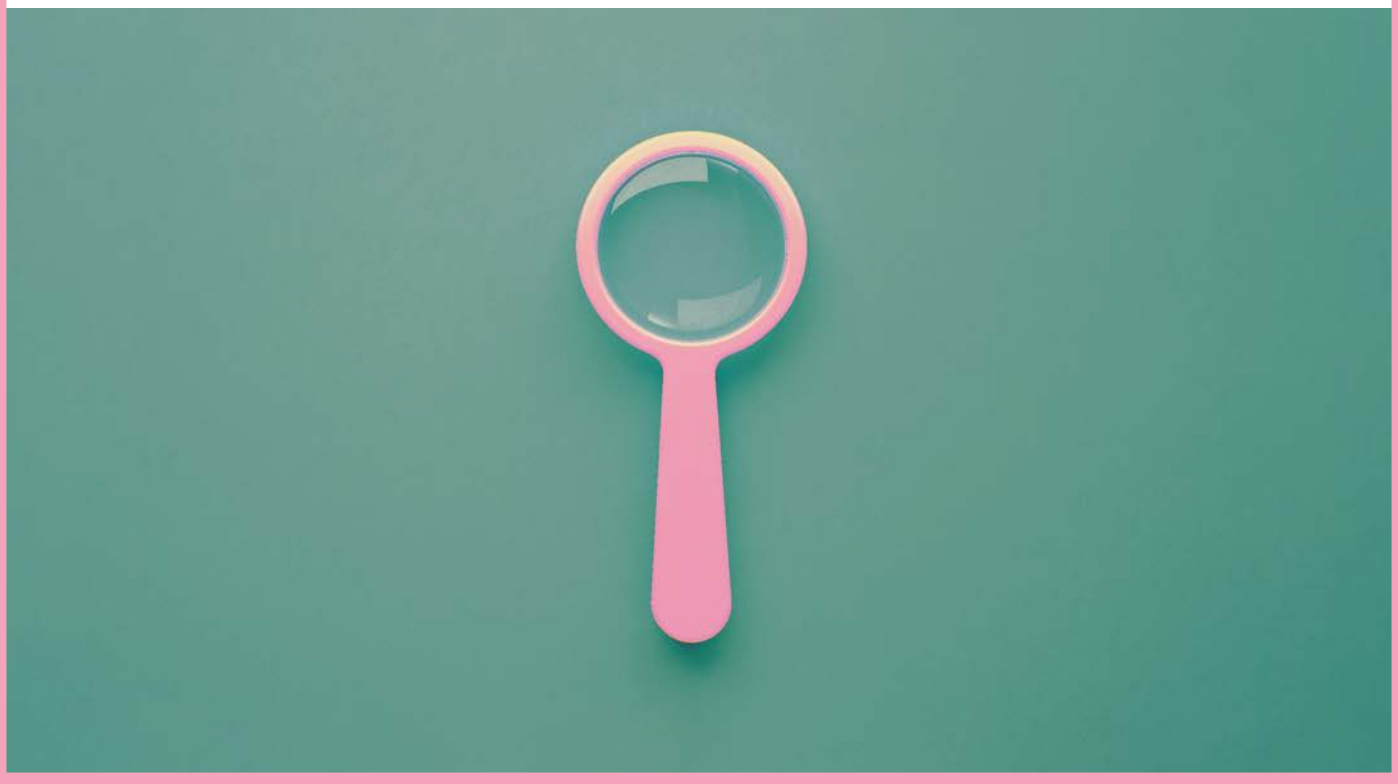
5 STEPS TO MAKING BETTER CONTENT



STEP ONE
MAKE IT SMART

Fuel your strategy and plan with data, insight, knowledge and understanding of yourselves, your market, your competitors and your objectives.

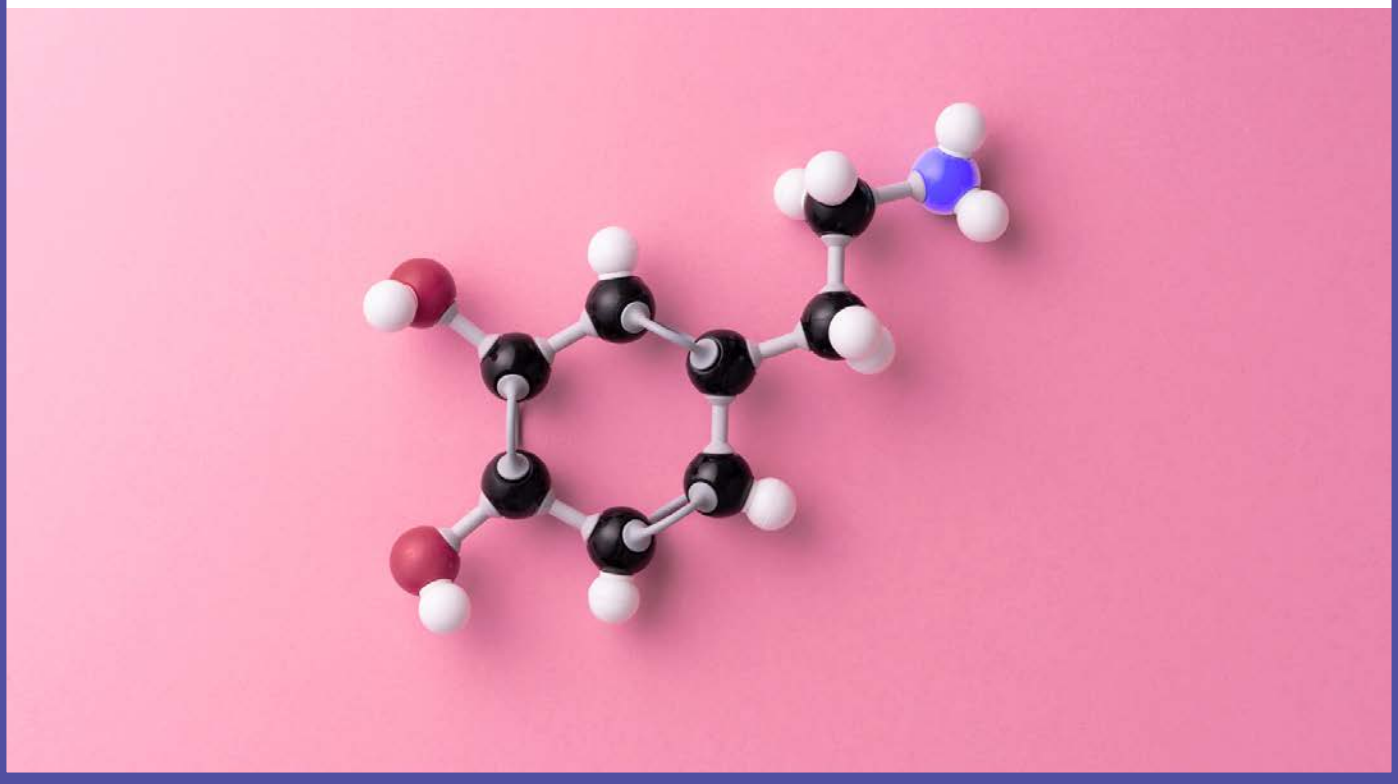
- Take a close look at your customers and try to understand their wants, needs, motivators, challenges and the issues they face on a regular basis
- Identify their preferred channels of communication and where they are most active - mobile, social, key publications. Do they prefer long or short-form content or a mix of both?
- Take a close look at the market to understand what is being said, which topics are hot, which are not
- Do some keyword research and review the wider media and publisher landscape – publisher schedules are often a good indication of key issues within an industry
- Take a close look at yourselves and take a view on what you truly offer that addresses the market and customer insights
- Include a thorough look at your current SEO and SEO trends
- Gather and audit as much of your current content as you can and assess its true value



STEP TWO

MAKE IT MATTER

- Based on the insights from Step 1, map out what your customers look like (personas) and what they care about most
- Map out their likely content journey, their pain points, challenges and solutions they are likely searching for
- Align these to your points of authority, your value proposition in each of these areas
- Determine the content themes that will best demonstrate your expertise
- Review your current content against these parameters and decide what you have that fits, what can be repurposed and what gaps you may have
- Define your measurement criteria to ensure you are able to understand if your content is working or not. Consider reach, engagement, downloads
- Outline your guidelines for creative execution including your tone of voice and look and feel of the finished content



STEP THREE
MAKE IT REAL

- Map out a specific content plan in line with your identified user journey, addressing any content gaps. The aim is to provide valuable content for users at every step of the buyer journey, keeping in mind relevant topics and themes
- Develop your media plan or content plan around creation, publication and distribution of your content. This roadmap will give you structure for what you want to say, when and how, and enable you to identify the resource requirements you need to make it happen
- Consider important SEO factors and make sure your content is written for its real intended audience – the user as well as the search engine. Well-executed SEO will help build performance and engagement which are major contributors to building your authority:
    - More natural-sounding and conversational content speaks more directly to the user, helps in building authority and tends to be rewarded by search engines
    - Think about strategically placed keywords
    - Think mobile first. Consider page speeds and content length – long-form text can be exhausting on a desktop so think about how this will play out on a smaller mobile screen, considering the size of videos, graphics and charts



STEP FOUR
MAKE IT HAPPEN

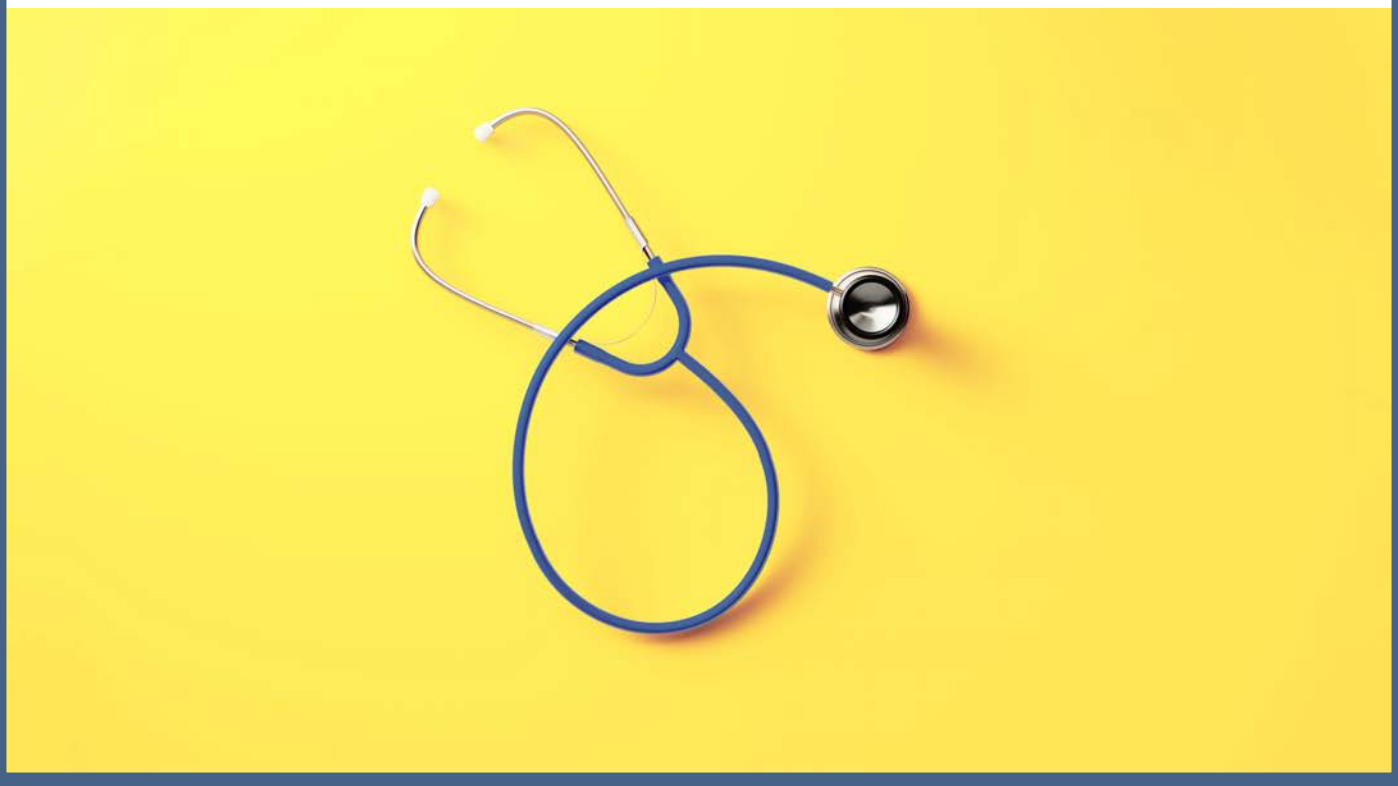
Physically rolling out your content as per your plan is a resource-heavy task in a lot of instances. Generating written content or securing creative resource to build graphics or video can take time and can often result in a loss of momentum

- Plan ahead - give yourself time to produce the content you need. Look at your content plan and see what is coming up
- Identify subject matter experts internally and creative resource to help make it happen
- If you can't get the content written, pull in expert help from within your business (or externally)
- Interview subject matter experts within the business to gather key information
- When the pressure feels too much, call in external help



STEP FIVE
MAKE IT BETTER

- Once your content is out there in the world, it is important to monitor its performance and to keep an eye on potential opportunities for content optimisation and development
- With a regular view of the performance data and some analysis of what is working well and what is not, it is possible to further distil and refine your content plans and physical content to make more of what is actually working, and less of what is not
    - Review your measurement criteria from step TWO
    - Assess engagement with your published content
    - Build greater insight into the reasons why your prospects and customers are likely turning to you for guidance and advice
    - Think about how you can make similar pieces of higher performing content and around higher performing content themes and topics
- A ‘content clinic’ or ‘content lab’ team made up from engaged stakeholders or colleagues from within your business is a great way to generate new ideas and maximise the value, reach and effect of your content



These five steps are not a magic wand to content perfection but are an honest guide to content betterment and relevance.

The most important thing will always be to ensure that your content is customer-led, truly relevant and that it adds a valued perspective on the issues and challenges that matter to your customers the most.

By being honest and authentic within your areas of expertise, your content will stand a better chance of enhancing your brand, increasing customer trust, building customer engagement and developing long-term relationships.

Purple is the marketing agency who blends true craft with gritty determination, to make communications that actually work so that you make the impact you deserve to make.

That's because, unlike other marketing agencies, here at Purple we find a way to make things happen, strive to be better than we were the day before and measure our success by your success.



Simon Moon is Director of Marketing at Purple Agency who are two-times (and current) winners of The Drum Recommends Award for Content Strategy and Content Creation.

Purple Agency are a top 20 International B2B Marketing Agency as rated by B2B Marketing in 2020.

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