

10 MOST COMMON CONTENT MARKETING QUESTIONS: **REAL-WORLD INSIGHTS FOR ENTERPRISE MARKETERS**



CONTENT
MARKETING
INSTITUTE™

A UBM COMPANY



OVERVIEW

As you can imagine, the CMI team gets asked questions about content marketing all the time. While we answer these in blog posts, interviews, one-on-one conversations, at events, and (hopefully) any other place they are asked, we wanted to have one spot for answers to the most common questions.

- ▶ Why are companies using content marketing? What are the benefits?
- ▶ How do I convince my management team that content marketing works?
- ▶ How long will it take for us to start seeing positive results from the program?
- ▶ My company wants to bring in more sales leads. How can content marketing help us do that?
- ▶ What are the best ways to build an audience with content?
- ▶ How do I measure the effectiveness of content marketing?
- ▶ Why are some companies successful with content marketing while others are not?
- ▶ How do we determine whether our business should buy or build a content platform?
- ▶ What's the content marketing technology stack, and how do we start to build it?
- ▶ Our organization is new to content marketing — where do we start?

WHY ARE COMPANIES USING CONTENT MARKETING? WHAT ARE THE BENEFITS?

QUICK ANSWER

Content marketing is the process by which you provide truly relevant and useful information to your prospects and customers to help them address important challenges. This is different than traditional marketing efforts like sales collateral, and other product-specific info. Content marketing includes things like educational articles, e-books, videos, and webinars that answer specific questions people have.

By becoming a credible, authoritative resource on topics that matter to potential customers, your business is more likely to get discovered by the right audience and earn their loyalty and trust—which, in turn, enables your brand to strengthen its customer relationships, grow an active and engaged subscriber base, and even increase its profits.



LOOKING FOR MORE?

Let's be clear. You should never create content purely for the sake of creating content. It needs to help the business in some way. Here are the key reasons companies use content marketing:

TO BE FOUND BY THE RIGHT PEOPLE:

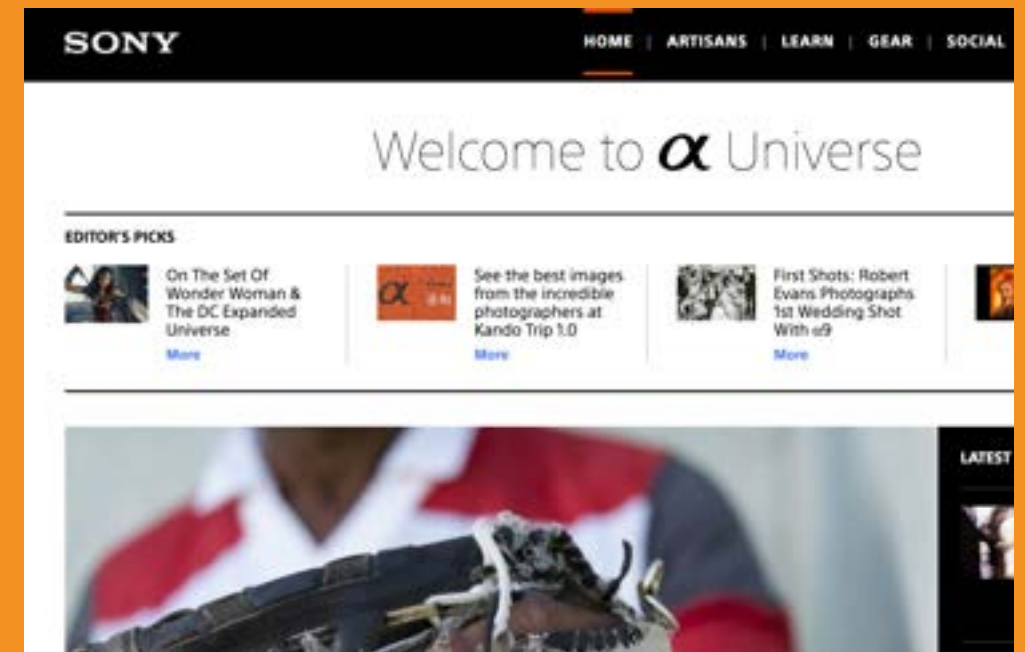
People are asking questions and looking for information via search engines like Google, and you want your business to be at the top of the search results they receive. Answering people's questions via blog posts, e-books, videos, and other content assets is a key way to make this happen. Of course, showing up is only the first step, but it's essential if you want to reap the additional benefits below.



River Pools and Spas changed its identity from “pool installers” to “the best teachers in the world about fiberglass pools” — and then started to answer specific customer questions in blog posts. As Marcus Sheridan explained, that decision was “one of the most prosperous days of our lives,” as that was when their customers started coming to them. [View the case study.](#)

TO BUILD AN INTERESTED AND ENGAGED AUDIENCE:

Your content is only as valuable as its ability to attract the right audience and compel its members to engage with your business on an ongoing basis — as subscribers, customers, evangelists or, ideally, all three. Once you have an addressable audience that wants to hear from you, your content efforts will help you increase sales, gather valuable customer insights, and activate your most ardent followers as brand advocates.



Sony's Alpha Universe is a content platform dedicated to photography professionals. While its purpose is to drive product sales for Sony's Alpha line of cameras, the content focuses, not on Sony products, but on providing information this audience will find educational and helpful. After starting as a blog, the brand diversified into a podcast and a training program.

TO INCREASE SALES WITH NEW CUSTOMERS:

Of course, generating revenue is a key goal for many marketers, and content marketing can be a powerful driver of this. When you build an audience that trusts you and wants to hear from you, they become more likely to purchase your products. For instance, we have found that CMI subscribers are more likely to take advantage of paid content opportunities, such as attending Content Marketing World.

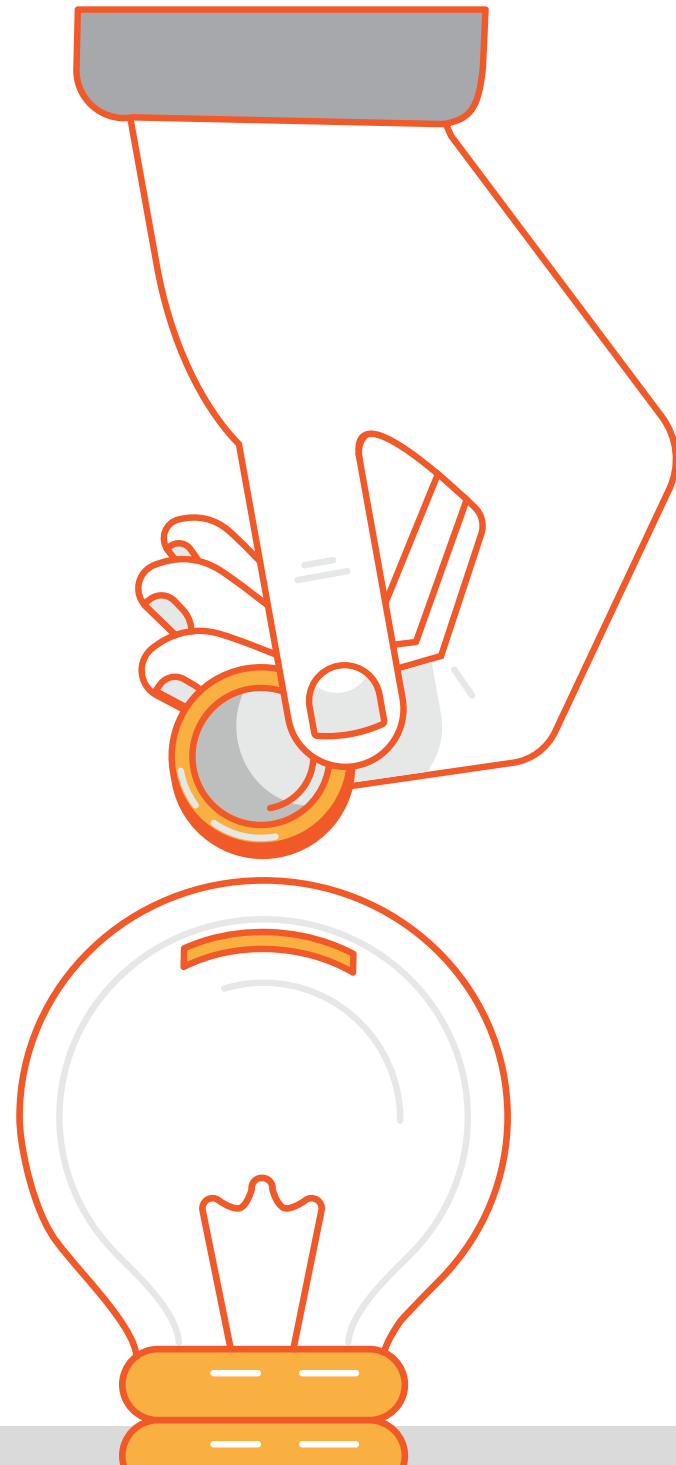


TD Ameritrade produces its print and digital magazine thinkMoney for active customers, who can make trades

as often as hundreds of times in a day. In its early days, TDA put the program under ongoing review to determine whether it would be worth continuing to spend money on the magazine. But the leaders persevered and, after approximately two years, received confirmation of its value: Subscribers and readers of the magazine traded five times more than non-subscribers. Simply put, those who subscribed to this magazine became better customers for TD Ameritrade.

TO SAVE COSTS:

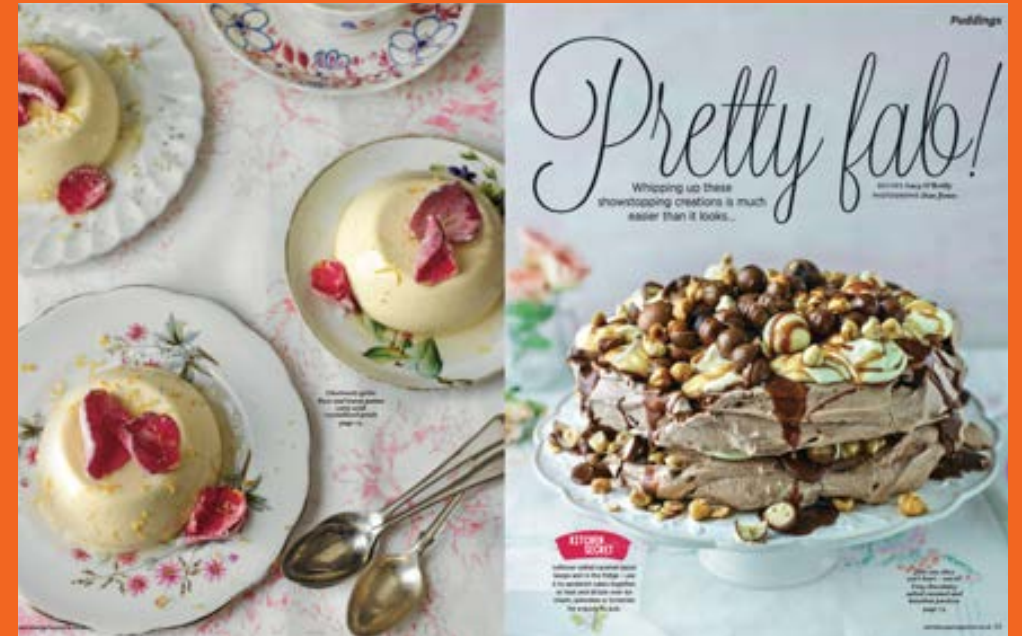
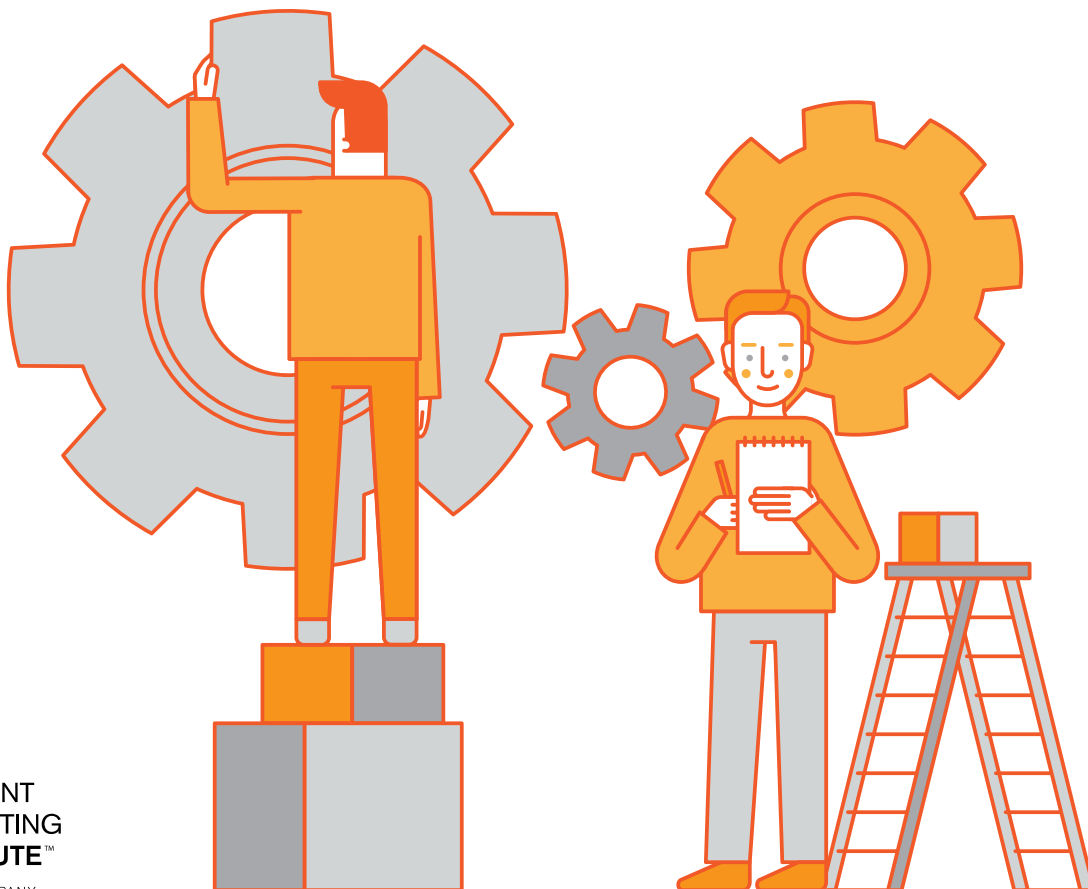
Organizations also use content marketing because they can see similar — or better — results when compared to a “traditional” marketing program.



Jyske Bank is a large Danish bank that now functions as a media company, as well. The company started using content marketing because it was paying a lot of money for sponsorships. Instead of spending that money on a consistent basis, it created Jyskebank.tv, which produces amazing financial programming, as well as compelling stories that the bank believes are relevant to its core audience of younger consumers and small enterprises. Today, Jyske works with businesses interested in leveraging its media expertise: Instead of laying out cash to support outside opportunities, Jyske receives media partnership proposals from other organizations — an attractive option made possible by the credibility and reach the bank’s content program has helped it to build

TO BUILD LOYALTY AND INCREASE REVENUE WITH EXISTING CUSTOMERS:

Another reason organizations use content marketing is because it creates more loyal customers, which has the potential to increase sales through cross-selling or up-selling. Also important is your opportunity to create brand fans who will advocate for your product.



Sainsbury magazine, is the No. 1 cookery magazine in the U.K., with 3 million paid subscribers — which makes it a content marketing effort that actually pays for itself. But, what's even more remarkable is that, according to a 2015 survey conducted by the company, 81% of readers have cooked a recipe after reading the magazine and eight out of 10 have bought a product from Sainsbury's after reading about it.

HOW DO I CONVINCE MY MANAGEMENT TEAM THAT CONTENT MARKETING WORKS?

QUICK ANSWER

Many people want to know how they can prove that content marketing is more effective than a direct approach, such as producing traditional advertising collateral and sales pitches.

Just as you would do if you were to make the case for anything, you need to understand what your manager cares about most, then present your argument in terms of how content marketing can address — or even alleviate — some of these pressing concerns.

It may also be helpful to support your argument by pointing to the success that other businesses like yours have achieved through content marketing. Share examples from competitors and other relevant brands whenever possible, as this will make a bigger impact than presenting theories and assumptions alone.

CHECKLIST: THE BUY-IN CONVERSATION

CONTENT MARKETING PRINCIPLES AND TECHNIQUES

- ☐ I have a solid understanding of what content marketing is — and what it isn't — and can clearly explain the factors that are required to make our program successful.



AUDIENCE IMPACT

- ☐ I am aware of relevant consumer behaviors and preferences when it comes to content — both in general and specific to our industry.
- ☐ I have spoken with our consumer-facing teams to gain an understanding of who our target consumers are, what their pain points are, and what types of content might help us address their needs and interests.
- ☐ I understand our typical buyer cycle and am prepared to map the content we create to the stages of the funnel where it can provide the greatest impact.

BUSINESS BENEFITS

- ☐ I am aware of our company's key business and marketing goals (in terms of sales, brand awareness, lead generation, web traffic, engagement, or other KPIs) and am prepared to document a strategic plan for using content to impact these goals.
- ☐ I am prepared to discuss specific ways content can be used to unite and support the efforts of our company's sales, marketing, and other functional teams.
- ☐ I am aware of our competitors' content initiatives, and can discuss where opportunities may lie to fill an unmet need or gain a competitive advantage with our own content program.

BUDGET AND RESOURCE USAGE

- ☐ I have compiled estimates on the budget and other resources we will need for efficient content creation and management and can discuss this information in detail, when required.
- ☐ I am prepared to put workflow processes in place to ensure the most efficient and effective use of the resources we allocate to content marketing.
- ☐ I have a plan for benchmarking our content efforts and measuring their impact so we can optimize them on an ongoing basis.
- ☐ I am aware of the ROI we would need to achieve in order for our program to be considered successful.

LOOKING FOR MORE?

There are several ways to approach a buy-in conversation that will educate your management team on content marketing and convince them of the benefits it can provide for your business. Consider any / all of the following as possible starting points:

SHOW YOUR LEADERSHIP TEAM THAT IT'S TOUGH FOR PEOPLE TO FIND YOU:

You have a substantial opportunity to improve your business with content marketing if your competitors are being found through search, but you are not.

Try this:

Does your company appear at the top of the search engine results page when you search on key terms that relate to your business category? Make sure you search using terms a potential customer might use to find a company like yours — not just the words your company uses to describe itself.

If your competitors come up at the top while you are buried beneath them (or fail to rank altogether), consider it a great incentive to think about content marketing.

Also consider these comparisons:

- How many content subscribers (e.g., on email, Facebook, Twitter, etc.) do your key competitors have, compared to your business?
- How do their search rankings compare to yours for important industry terms?

EXPLAIN THAT CONTENT MARKETING IS AN INVESTMENT YOU MAKE NOW THAT CAN CONTINUE TO PAY OFF IN THE FUTURE:

With traditional marketing, your visibility and impact typically last only as long as you continue to invest in ads. Once you stop paying, the leads stop coming in.

In contrast, an investment into content marketing can continue to pay off for months — even years — after you publish content. It's very common to see returns from content you created years ago. (Think about the last time you used an online search engine and came across a blog post written years ago. This company is still getting returns on the money and time it invested in its content years ago.)

If your leadership responds well to analogies, try this talking point: Content marketing is like a 401k plan. You contribute to your plan on a regular basis; over time, compounding returns increase your total investment far beyond the actual amounts you originally contributed — and you can continue to draw from this income for years to come.

PROPOSE A PILOT PROGRAM:

In some cases, it's easier to ask for forgiveness rather than seek permission. For example, many marketers find success by first starting with a small-scale pilot program. (You can view our [10-step process](#) for more detailed instructions on how to accomplish this.). Once you have results from the pilot that you can share as proof of principle, your management team may be more willing to implement a more formal program.

DEMONSTRATE VALUE THROUGH CASE STUDIES:

Sharing relevant examples of successful content marketing as part of your buy-in conversation is a good way to provide management with the kinds of “aha” moments that will clarify the value proposition and convince managers of the benefits it offers for businesses like yours.



THE STORY OF **CONTENT** RISE OF THE NEW MARKETING



Get loads of case studies – and a discussion guide

Our documentary, The Story of Content: Rise of the New Marketing, explores the evolution of marketing and presents several interesting case studies. You can even download our screening kit to help you use the documentary to start thoughtful conversations.

HOW LONG WILL IT TAKE FOR US TO START SEEING POSITIVE RESULTS FROM THE PROGRAM?

QUICK ANSWER

It typically takes brands between 12 and 24 months to see results if they are only using organic methods; incorporating paid distribution / promotion techniques can decrease this timetable.

LOOKING FOR MORE?

Not only do you need to be patient to see results, you also need to publish consistently. Consistency means publishing on a predictable schedule, and it is important for building an audience. You ultimately want to create something so valuable that your audience would miss it if it were not there.

We suggest holding yourself to a predictable schedule, at whatever frequency you feel you will be able to achieve without fail. This is especially important when you are getting started and can easily make excuses to push this aside when other priorities comes up (which is a certainty).

Of course, you don't want to publish information that is not valuable to your audience, but you can't wait for perfection before you publish, as you may never achieve it.

MY COMPANY WANTS TO BRING IN MORE SALES LEADS. HOW CAN CONTENT MARKETING HELP US DO THAT?

QUICK ANSWER

Getting new leads is a huge need for many organizations. And what makes people more willing to give you their contact information, or even some of their more personal details? Content that is genuinely useful, answers their questions, or serves their needs in other ways. Remember, we aren't talking about sales collateral here, or any other content that is focused on promoting your products or services. Rather, your content should be so valuable that people would be willing to trade their personal information for access to it.

LOOKING FOR MORE?

While we often get asked about leads, we put more faith in the power of the subscriber, instead.

The key difference is that a lead is simply someone who is willing to disclose some of their information in exchange for a piece of content or something else of value. This is not a definitive indication that they want to have ongoing conversations with your business — in fact, they may not even have an active interest in your products or services at all.

On the other hand, a subscriber is someone who signs up to receive regular communications from you because they believe you have something valuable to offer them — and that you'll continue to provide this value beyond the initial engagement. In other words, they sign up in anticipation of the value they expect to receive in the future.

While changing your mindset from “collecting leads” to “earning subscribers” is a great first step, we challenge you to explore this distinction in even more detail. For instance, during his keynote address at the 2017 Intelligent Content Conference, Robert Rose explained this concept in terms of two distinct types of email data: those that are gathered and those that are given.

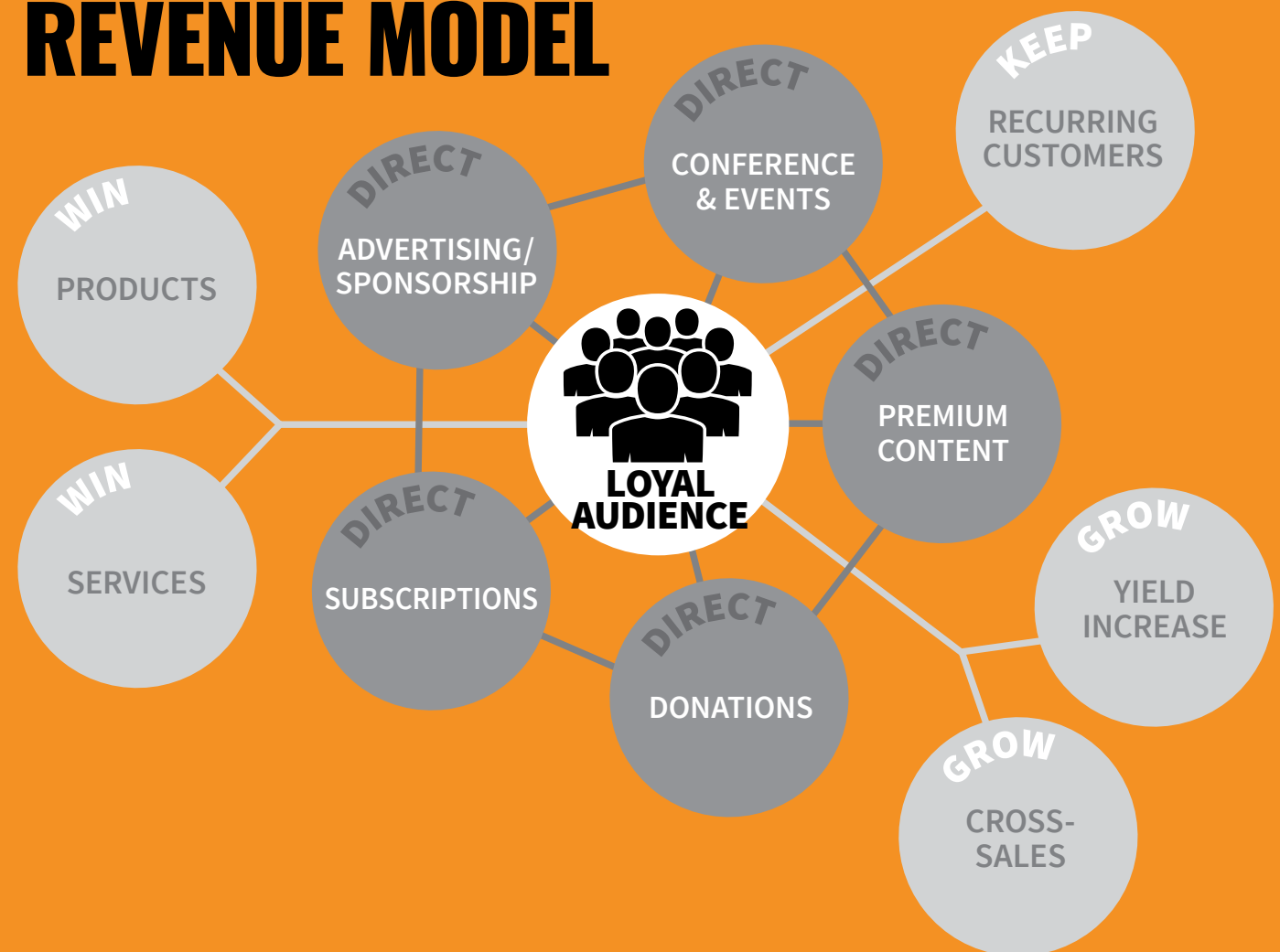
- Given data is given freely because people want to hear from you.
- Gathered data is far less useful, as it is given for the purposes of a one-time exchange. The emails may be false or the subscribers may have no intention of engaging with you.

While gathered data still gives you permission to reach out to someone, it is different than having that person opt in to receive ongoing communication from you — be it through an email newsletter, a print magazine, or any of the other subscriber-based content vehicles.

What might help is to first think about building an audience through subscription, then mine that subscription list for leads (as the audience engages in your pieces of content). You'll likely find those leads will be MUCH more valuable and likely to buy from you if you nurture them over a longer time by delivering real value *outside* the products and services you offer.

Any organization that builds an audience from its content can generate revenue (and profits) in 10 different ways. You can [learn more](#) about each of these.

MEDIA MARKETING REVENUE MODEL



WHAT ARE THE BEST WAYS TO BUILD AN AUDIENCE WITH CONTENT?

QUICK ANSWER

In general, we've discovered that brands are most successful when they use content to build an audience by:

- Choosing one specific audience to focus on
- Choosing one platform for publishing content (such as a blog or a video series)
- Publishing content consistently and for a long time

Focusing on one content type before diversifying keeps brands from overextending themselves before they have a chance to really understand the needs of their subscribers.

One Content Type
One Main Platform
Consistent Delivery
Long Period of Time

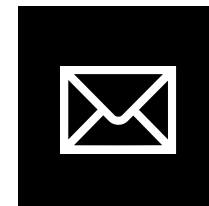
The Base

LOOKING FOR MORE?

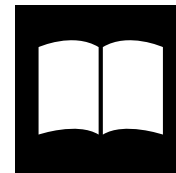
As mentioned, you need to start by choosing your content type and platform.

One consideration that should factor into this decision is the type of audience you want to build. The Subscription Hierarchy (at right) provides a helpful look at the types of subscribers you can attract on some of the most common platforms, and the relative value each type can offer to your business.

While you can never truly “own” your audience, email subscribers are ideal because you have the most control over the connection. Your fans on Facebook or your followers on Twitter should be viewed as they are — temporary subscription opportunities with whom you can try to build relationships. Those connections are controlled by Facebook and Twitter, and the platforms can do whatever they want with them.



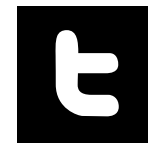
Email Subscribers



Print Subscribers



Medium Followers



Twitter Subscribers



LinkedIn Connections



iTunes Subscribers



Snapchat Followers



Pinterest Subscribers



YouTube Subscribers

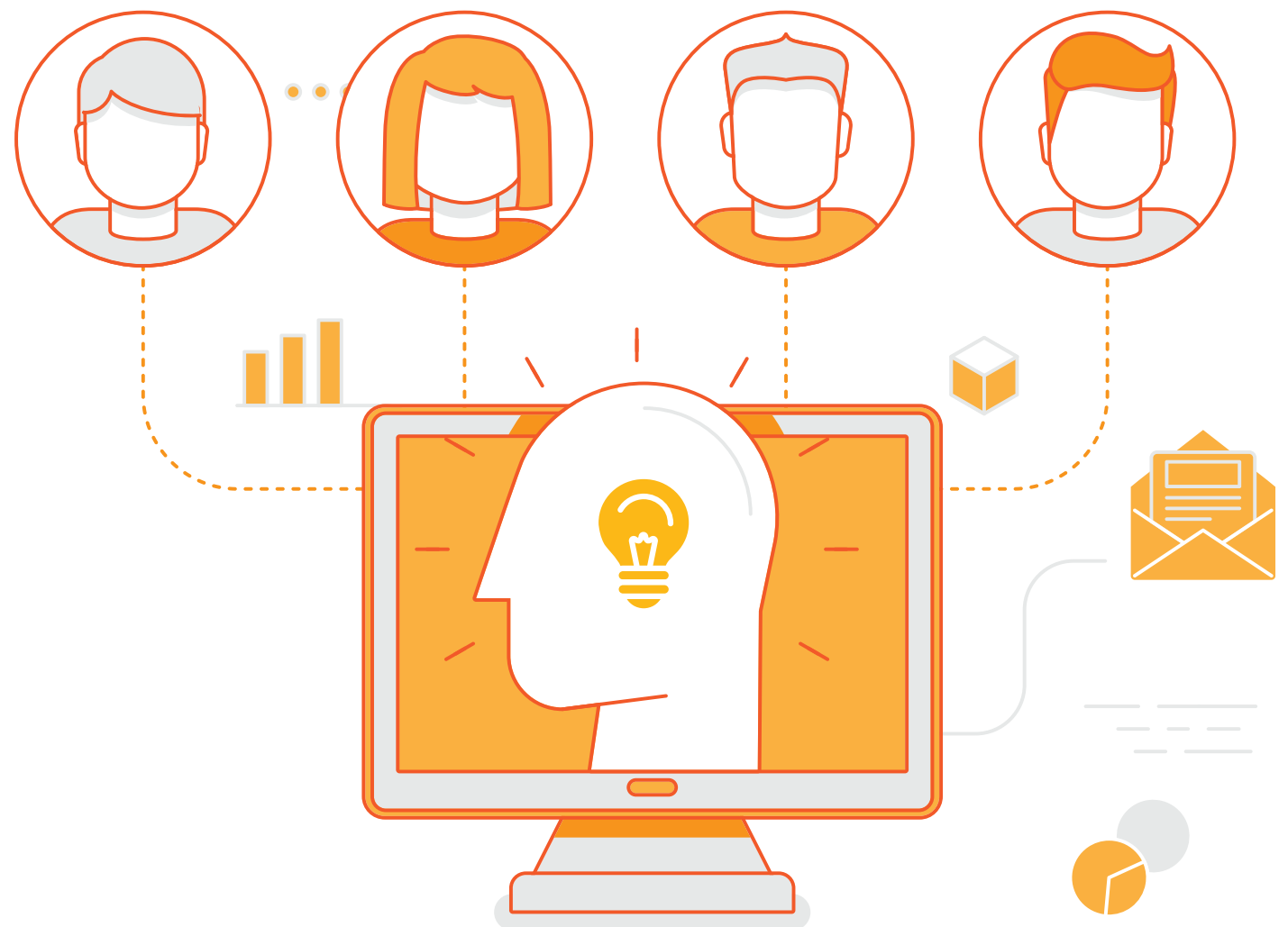


Facebook/Instagram Fans

When it comes to deciding where to build your audience, you should also consider where your competitive advantages might lie. Are there any informational gaps that exist on certain platforms for your market? For instance, if you are selling a marketing technology, and the space is filled with blogs on the topic, you may want to consider creating a print magazine, how-to videos, or a podcast if there are fewer people in that space.

Last, but certainly not least, you need to understand where you and your organization have available talent and resources. Do you have videographers who excel at creating something YouTube viewers would love? Or maybe your leadership team is well-spoken about industry trends and would be perfect to feature on a podcast?

Regardless of what you decide to do, know that you will need to do it consistently — if you want to retain the trust of your audience, you need to fulfill the promises your content makes to them.



HOW DO I MEASURE THE EFFECTIVENESS OF CONTENT MARKETING?

QUICK ANSWER

Before you can determine the effectiveness of your content, you need to define what success means for your organization, then decide which key performance indicators will show whether or not your content efforts are moving the needle in the right direction.

If you are uncertain where to start, we suggest measuring success by tracking the audience you are building over time and measuring how their behavior differs from that of non-subscribers. For instance, do subscribers spend more money for certain products or services? Are they more likely to advocate on behalf of your brand?



LOOKING FOR MORE?

While there is no one right way to measure the success of your content marketing program, the chart below indicates some common goals and metrics based on where in the sales cycle you are looking to get traction.

GOALS

METRICS

AWARENESS

Drive people to website to build your audience

- Traffic
- Social shares
- Referral traffic
- Conversion rates to email subscribers
- Bounce rate / time spent

CONSIDERATION

- Return visitors
- Additional subscriber info
- Sales leads

- Open rates
- Number of leads
- Click through rate
- Additional subscriber info
- Time on site
- Total number of visitors per month
- Conversion rates to additional content

PURCHASE/DECISION

- Return visitors
- Additional subscriber info
- Sales leads

- Lead to customer conversion rate
- Average time to close for new customers

LOYALTY

- Increase sales
- Advocacy

- Percentage of repeat customers
- Revenue from up-sell
- Retention rate

WHY ARE SOME COMPANIES SUCCESSFUL WITH CONTENT MARKETING WHILE OTHERS ARE NOT?

QUICK ANSWER

Like anything in life, there are no sure bets in content marketing. While we have seen countless companies thrive as a result of their programs, there are others that flounder. Content marketing is not something that you can “kinda” commit to. You need to go all-in, or go home. If you aren’t prepared to make a long-term commitment, chances are you won’t see the type of success you expect.



LOOKING FOR MORE?

Each year, we conduct research on the current state of the content marketing industry, and one thing we focus on is discovering what the most successful marketers do differently than their less successful peers. We've found that marketers rise to the top when they:

- Document their content marketing strategy ([Learn how.](#))
- Have clarity on what [success](#) in content marketing looks like ([See some examples of success.](#))
- Create content unlike what anyone else is publishing (Read why a [content marketing mission](#) is so critical and how to develop one.)
- Are realistic about what content marketing can achieve — and how long results will take (See the section above on how long it takes to see results.)
- Deliver consistently
- Focus on measurement



This Year's B2B Content Marketing Top Performers At-A-Glance

	Most Successful	All Respondents	Least Successful
Organization is clear on what an effective or successful content marketing program looks like	81%	41%	14%
Organization is extremely/very committed to content marketing	91%	63%	35%
Describes organization's content marketing maturity as sophisticated/mature	72%	28%	2%
Has a documented content marketing strategy	61%	37%	13%
Content marketing strategy is extremely/very effective	83%	34%	2%
Measures content marketing ROI	88%	72%	56%
Percentage of total marketing budget allocated to content marketing (average)	39%	29%	22%
Agrees that organization is realistic about what content marketing can achieve	91%	68%	41%
Agrees that organization is able to quickly adjust content marketing strategy	87%	66%	41%
Always/frequently delivers content consistently	85%	58%	32%
Agrees that leadership gives ample time to produce results	77%	52%	26%

Chart term definitions: A top performer (aka, "most successful") is one who characterizes his or her organization's overall content marketing approach as extremely or very successful. The "least successful" characterize their organization's approach as minimally or not at all successful.

2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

This Year's B2C Content Marketing Top Performers At-A-Glance

	Most Successful	All Respondents	Least Successful
Organization is clear on what an effective or successful content marketing program looks like	80%	40%	13%
Organization is extremely/very committed to content marketing	90%	60%	37%
Describes organization's content marketing maturity as sophisticated/mature	65%	30%	5%
Has a documented content marketing strategy	63%	40%	20%
Content marketing strategy is extremely/very effective	78%	35%	5%
Measures content marketing ROI	91%	75%	54%
Percentage of total marketing budget allocated to content marketing (average)	38%	26%	21%
Agrees that organization is realistic about what content marketing can achieve	90%	69%	52%
Always/frequently considers how their content impacts overall experience a person has with their organization	90%	71%	50%
Always/frequently delivers content consistently	87%	61%	36%
Agrees that leadership gives ample time to produce results	75%	52%	38%

Chart term definitions: A top performer (aka, "most successful") is one who characterizes his or her organization's overall content marketing approach as extremely or very successful. The "least successful" characterize their organization's approach as minimally or not at all successful.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

HOW DO WE DETERMINE WHETHER OUR BUSINESS SHOULD BUY OR BUILD A CONTENT PLATFORM?

QUICK ANSWER

Before you build anything, see what others are offering / what else exists that is similar to what you are considering. You could save months or perhaps years of time by purchasing over building from scratch. This is what smart media companies have always done.

LOOKING FOR MORE?

Before you EVER build a content platform — say a magazine or podcast or event — for your business, you never just start building.

The first step in approaching the buy / build decision is always to survey the landscape to see what's already out there. Has someone already built a platform that's similar to the one you would like to develop? Is someone already doing a great job of communicating with your audience niche?

Remember, you don't need to focus solely on media companies — you could consider purchasing a blogger's site, or an influencer platform. Regardless of the type of opportunity you are looking at, you should start by making a broad list of all the places where customers in your target content niche are currently hanging out. Include every magazine, blog site, video series, and event you can think of. Hopefully, this exercise will surface at least five potential players to evaluate.

Then, take a deep dive into each one, reviewing key considerations to help you determine whether it might be worth acquiring:

- How many subscribers do they have?
- Are they targeting your exact audience?
- Does their editorial mission match yours?
- How is the program executed?
- How does the platform make money?

After you retrieve that information, you can start making informed decisions on whether to further explore the potential of a merger or acquisition. The point is that every publishing professional worth his or her salt should look at buying BEFORE building because, if done correctly, you could possibly shave 24 months (or more) off the time it would take to build an audience from scratch.

WHAT'S THE CONTENT MARKETING TECHNOLOGY STACK, AND HOW DO WE START TO BUILD IT?

QUICK ANSWER

The term “content marketing technology stack” refers to the tools and technologies that enable marketers to do at least one of these things:

- Make their content more effective (i.e., it helps them get better results)
- Reduce the amount of time spent on various workflow-related tasks
- Make more sophisticated marketing techniques possible (think: personalization or artificial intelligence, for instance)

But, before you jump into technology decisions, recognize that you will also need to have the right people and processes in place to implement and execute on the systems you choose. (This may seem obvious, but so many people invest in technology before having the right processes in place.)

LOOKING FOR MORE?

The technology space is becoming increasingly large and more complicated, as you can see with Scott Brinker's popular [Marketing Technology Landscape Supergraphic](#) (which now includes a staggering 3,500+ technology solutions).

While there is no singularly perfect way to categorize these tools or the role they should play in your organization, we typically see marketers making investments in the following types of technologies: *(Please note that this is in no way a complete list of vendors in this space — nor is it meant to serve as a short-list of recommendations. The tools are included merely to help clarify your understanding of each category.)*

ANALYTICS

Example technologies: Google Analytics, Omniture, TrackMaven

EMAIL MARKETING

Example technologies: MailChimp, Salesforce Marketing Cloud

MARKETING AUTOMATION

Example technologies: Marketo, Oracle/Eloqua, Act-On, HubSpot

CONTENT MANAGEMENT

Example technologies: Adobe AEM, Sitecore, Acquia Drupal, WordPress

DIGITAL ASSET MANAGEMENT (DAM) SYSTEMS/FILE STORAGE

Example technologies: Widen, MediaValet

CONTENT COLLABORATION/WORKFLOW SOFTWARE

Example technologies: Kapost, DivvyHQ, Workfront, Hightail

CONTENT PROMOTION/DISTRIBUTION SOFTWARE

Example technologies: Outbrain, Taboola

CONTENT PLANNING/CREATION SOFTWARE

Example technologies: ClearVoice, Contently, Curata, NewsCred

CONTENT OPTIMIZATION SOFTWARE

Example technologies: Searchmetrics, Acrolinx, Conductor, BrightEdge

VIDEO TOOLS/PLATFORMS

Example technologies: Brightcove, GoAnimate

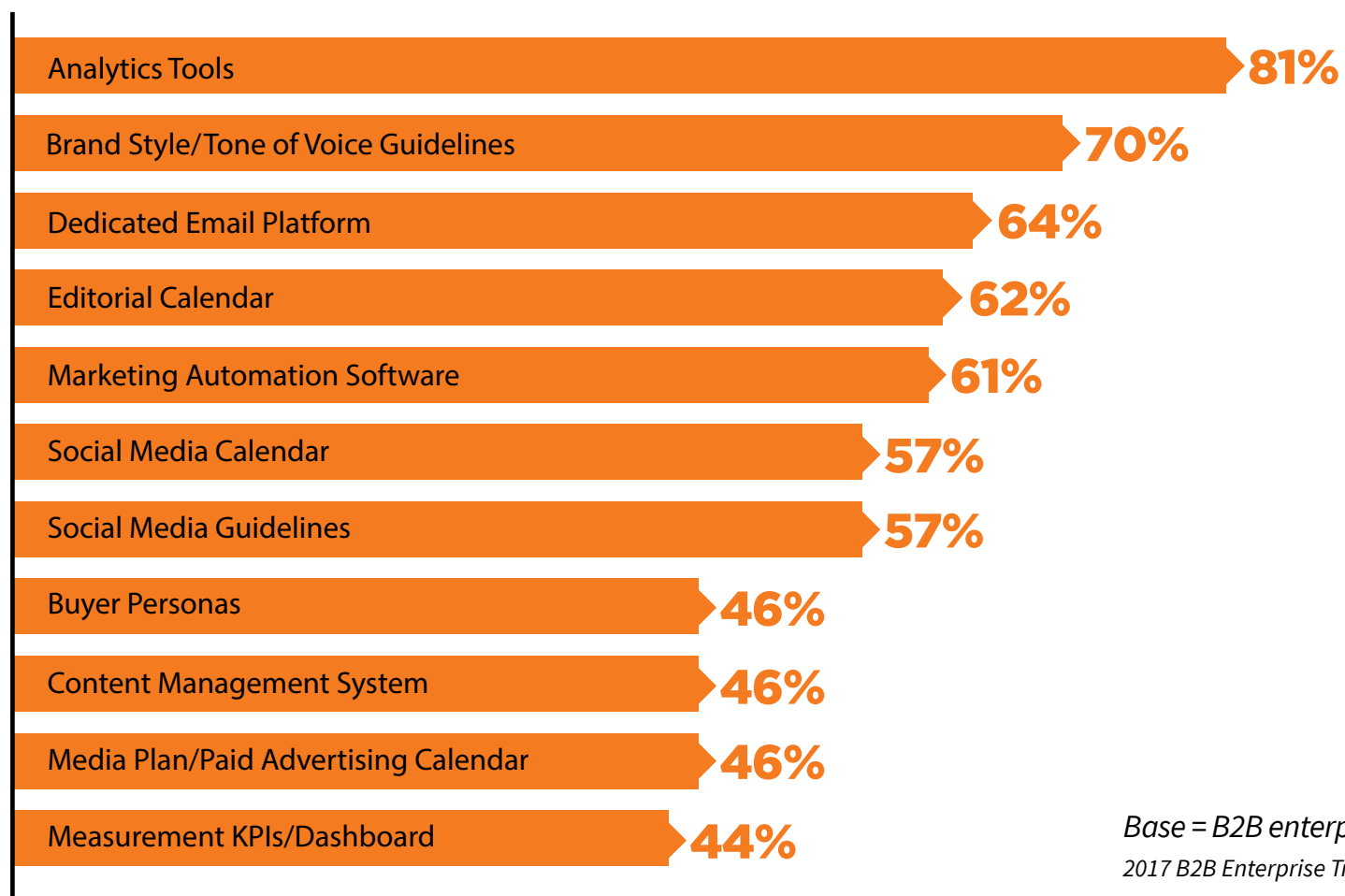
WEBINAR/ONLINE PRESENTATION PLATFORMS

Example technologies: ON24, KnowledgeVision

Our 2017 Content Marketing Benchmark, Budgets, and Trends research on enterprise marketing illustrates the usage of these technologies in larger businesses.

Which content marketing tools does your organization currently use?

B2B Enterprise Marketers' Content Marketing Tool Usage



Fewer than 30% of B2B enterprise marketers said they use the following tools: Digital Asset Management (DAM) System/File Storage (23%), Content Collaboration/Workflow Software (19%), Editorial Mission Statement (16%), Content Distribution Software (10%), Content Planning/Creation Software (8%), and Other (3%).

*Base = B2B enterprise content marketers. Aided list; multiple responses permitted.
2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs*

OUR ORGANIZATION IS NEW TO CONTENT MARKETING — WHERE DO WE START?

QUICK ANSWER

If you are new to content marketing, start by creating a strategy — even if it is a simple one. At a minimum, these are the questions your strategy should answer:

- *Who are we educating/helping?* (This is your audience. Note the emphasis on “helping” them rather than “targeting” them. Creating a [persona](#) will help with this.)
- *How can we help them in a way in which no one else can?* (This is known as your [content tilt](#).)
- *How will we know our efforts are successful?* (These are the [business goals](#) you will build your strategy around.)



LOOKING FOR MORE?

Once you have answered those basic questions, you need to build a plan for making it all happen. This includes the following steps:

USE YOUR AUDIENCE AND CONTENT TILT TO CRAFT YOUR EDITORIAL MISSION:

You will need to share this widely with everyone on your team who is involved in creating content. Your mission statement should answer these three questions:

1. Who are you educating?
2. What will you deliver that no one else can?
3. What impact will this have on your audience members' lives?

CHOOSE ONE CONTENT TYPE AND PLATFORM TO START WITH:

See the question, “What are the best ways to build an audience with content?”



CREATE YOUR EDITORIAL PLAN — AND STORE ALL OF THIS INFORMATION IN ONE PLACE, SO YOUR ENTIRE TEAM CAN ACCESS IT:

Your editorial plan should outline key information, such as:

- Five to seven key areas or categories to cover in your editorial
- Topics you will write about within those categories
- Team members' responsibilities — [who will do what](#)
- Key web pages that require ongoing attention (Not sure which pages need tending to? Learn about the [four key analytics reports](#) that will help you prioritize, as well as [five opportunities](#) you will most likely want to consider.)
- Content you can update and republish (Learn more about the system CMI's editorial team uses to decide which posts to republish, as well as key [details of our process](#).)
- Your [social media marketing plan](#)
- Your measurement plan (Here's a sample of a [template](#) we use to share insights with our team on a monthly basis.)

SET UP YOUR WEBSITE SO PEOPLE CAN EASILY ACCESS YOUR CONTENT:

Here are some of our favorite ways to do this:

Develop a distribution plan that includes a mix of ideas from these key methods:

- **Social media:** This is ideal for content that people stumble upon (they often don't know what they don't know).
- **SEO:** This is an ideal way to answer the very specific questions consumers are typing in via search engines.
- **Email:** Your subscribers are those people whom you want to continually re-engage with your content.
- **Influencer marketing:** This strategy works well as you spread the word via influencers in your space.

Measure and iterate: The last step is to measure your content's performance, and then adapt your efforts based on the insights your analytics reveal.

While you may need to customize this process for your program, these are the general steps you should consider.

WANT TO KNOW MORE ABOUT CONTENT MARKETING?

The best way to learn about content marketing is to share this eBook with your team — or share some of our [most popular articles for teams](#).



Join us at Content Marketing World in September, and use code ENTERPRISE to receive \$100 off your main event or all-access registrations. Even better: Bring your entire team. [Group discounts](#) are also available. If you need more help, here is a letter you can customize to [justify your trip](#).

ABOUT CONTENT MARKETING INSTITUTE

[Content Marketing Institute](#) is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's [Content Marketing World](#) event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the [Intelligent Content Conference](#) event is held every spring. CMI publishes the bi-monthly magazine [Chief Content Officer](#), and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this [video](#) to learn more about CMI, a UBM company. Interested in becoming a CMI or CMWorld sponsor? Visit cmi.media/advertise.

