

Transcript – Marketing Vignette on Content Strategy

As a business-to-business Marketing executive, one of your top priorities is to have your marketing program contribute to your organization's revenue engine. This is a great way for Marketing to prove its relevance to the organization.

It includes supporting Sales with the quality and quantity of leads they require, the right knowledge and messages, and the content that helps deliver those messages. So let's think about a content strategy in the context of typical business perspectives.

By content strategy we mean,

How does your organization decide what content to build and how to build it?

Is it a series of event-driven random acts or part of an overall strategic plan?

Do you have defined process, standards, and guidelines for how the content will be created, managed, and delivered?

Do you have an inventory of your content assets? Do you actually know the value of that inventory?

How do you evaluate your return on content? Today much of the cost of content is buried inside of overall programs or projects.

This is key to be able to get better leverage out of your limited budgets and resources.

A content strategy also helps you manage your brand and your messaging, preserving the control and the consistency of the content as it is developed across your organization.

So what is your expected growth in content demand? We are seeing more and more organizations plan for an exponential growth in content by virtue of how customers are buying, the importance of the web, the emergence of social media and the different ways Sales are engaging customers.

What is your expected growth in the cost of content? We see more and more organizations planning for a migration from relatively simple and inexpensive text and PowerPoint based content to higher cost rich media and even video content.

How well have you identified where and how content is being used so that you can assess the relevance of the content and the impact that it is having in order to demonstrate the return on content for you organization.

These are many of the elements that an organization can get from a defined content strategy

that includes process, standards, resources that are trained to execute according to the process and standards, and the ability to access those assets so that they can be used and reused for multiple purposes as a way of extending the life of those assets.