Content Operations 101: Building Content that Inspires

Boulder Startup Week – May 15, 2018 – Track: Social Impact
Meet the Presenters

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Director, Digital Marketing & Content Operations
Kapost

Lead of brand and digital marketing efforts across content, marketing operations, and events to plan and execute marketing initiatives that drive revenue and accelerate growth.

Bricelyn Jones
Product Manager, Kapost

Strategy, roadmaps, user stories, research, mixpanel magic......just another day in the life of a product manager.
Agenda

- What is a content strategy (and why is it so important)?
- How do you get started?
- Real world application
- Reuse & repurposing: how to inspire more with less
What Is a Content Strategy, and Why Is It So Important?
Content Is at the Heart of the Customer Journey

- Over half of the buyer’s journey is complete before speaking with sales.  
  - Forrester

- By 2020, customers will manage 85% of their relationship with vendors without speaking to humans.  
  - Gartner

- 54% of buyers say vendor websites were one of the first two resources that informed them about a product.  
  - Demand Gen Report
To effectively compete and deliver the right content to the right person at the right time, marketers need a content strategy.

We call it a content operation.

Def: The optimization of people, processes, and technology to strategically plan, produce, distribute, and analyze content.
Content Drives the Customer Experience

- Drives SEO and web traffic
- Generates new contacts
- Builds brand recognition and trust
- Acts as guideline for outreach
- Informs, entertains, and educates
- Solves customer problems
- Enables personalized marketing
The Problem: No Strategy to Guide the Way

While 89% of marketers practice “content marketing,” only 37% have a documented strategy.

$0.25 of every dollar spent on content marketing is wasted on inefficient content operations.

(Source: Marketing’s $958 Million Problem: Quantifying the Cost of Inefficient Content Processes)
Getting Started: Strategic Contexts
Taxonomy: a method of categorization and naming conventions to improve findability, help identify key strategic contexts, and align language across systems and teams.
Categorization, Gaps, and Coverage

<table>
<thead>
<tr>
<th>Persona</th>
<th>Purpose</th>
<th>Thought Leadership</th>
<th>Funnel-Driven</th>
<th>Company Messaging</th>
<th>Competitive Positioning</th>
<th>Demonstrating Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Leaders</td>
<td>Total</td>
<td>86</td>
<td>214</td>
<td>47</td>
<td>24</td>
<td>79</td>
</tr>
<tr>
<td>Content Operations</td>
<td>Total</td>
<td>124</td>
<td>363</td>
<td>70</td>
<td>26</td>
<td>88</td>
</tr>
<tr>
<td>Content Creators</td>
<td>Total</td>
<td>51</td>
<td>190</td>
<td>47</td>
<td>7</td>
<td>24</td>
</tr>
<tr>
<td>Content Consumers</td>
<td>Total</td>
<td>7</td>
<td>27</td>
<td>15</td>
<td>4</td>
<td>8</td>
</tr>
</tbody>
</table>
Real World Application
Let’s Talk About Personas

**Personas** are a KEY piece of your taxonomy.

What are they?
- Fictional representation of your ideal audience targets

Why have them?
- Everyone doesn’t belong in the same bucket
- The more you understand someone, the better you can communicate with them
- Get your entire organization on the same page
Building Blocks of a Persona

Demographics
- Age
- Location
- Occupation
- Marital Status

Values
- Hopes
- Dreams
- Goals

Challenges
- Problems
- Pain points
- Friction
Get To Know Jane

Persona 1: Jane

Who: Jane is a 45 year old woman who has worked in marketing at an established tech company as a data analyst for the last 20 years. She is married, has three children, and dreams of a vacation on a riverboat in Europe.

What: She manages a team of five, reports to the VP of Finance, drives her kids to soccer practice, and spends her weekends planting heirloom flowers and vegetables.

Challenges: She never has enough time. Work and family are demanding, and what energy and time are left are usually spent trying to catch up on sleep instead of the causes dear to her heart.

Hopes: She would love to volunteer at the local animal shelter, find a way to reduce wasted “misfit” food from the grocery story, or even work for a non-profit...one day.
## Part Two: Get To Know Jane

### Persona 1: Jane

<table>
<thead>
<tr>
<th>Jane trusts:</th>
<th>Jane admires:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Her neighbors and friends</td>
<td>Michelle Obama</td>
</tr>
<tr>
<td>NPR</td>
<td>Her grandmother</td>
</tr>
<tr>
<td>The local newspaper (and still has it delivered!)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Jane requires:</th>
<th>Jane rejects:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear information without having to talk to anyone</td>
<td>Celebrity endorsements</td>
</tr>
<tr>
<td>The highest level of trustability</td>
<td>FOX News</td>
</tr>
<tr>
<td>Quick and easy ways to feel great</td>
<td>Popular magazines</td>
</tr>
<tr>
<td></td>
<td>Traditional gender roles</td>
</tr>
</tbody>
</table>
Don’t Have Personas?

Get those who interact with your audience together for a couple hours to go through a persona definition exercise.

Sample outline:
- Create 2–4 persona templates (include name and bio)
- As a small team, brainstorm ideas for building out their demographics (use sticky notes!)
- Each team member presents their ideas
- Consolidate/group similar ideas
- Vote on most important details
- Repeat for values and needs

Once defined, put on display to keep them top of mind!
Channel Your Audience

Customer/Donor Pain Points & Concerns
- What keeps your audience up at night?
- What problems are they trying to solve?
- What challenges keep them from accomplishing their goals?

What Value Do You Provide?
- What expertise does your brand offer?
- What is your unique value proposition?
- How do you improve the way the world works?

Find Your Sweet Spot
- Where do your audience’s interests and your expertise intersect?
## Inspiration Is Not About You—It’s About the Issues

<table>
<thead>
<tr>
<th>Consideration Stage</th>
<th>Jane’s Issues</th>
<th>Jane’s Ideal Content</th>
<th>Jane’s Ideal Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Educational</strong></td>
<td>Staying up to speed on best practices</td>
<td>Social media, Weekly newsletter</td>
<td>Five Megatrends in Finance for 2018</td>
</tr>
<tr>
<td><strong>Interest</strong></td>
<td>Keeping up with how others are doing it better</td>
<td>Quotes and blog articles from her peers</td>
<td>CFOs Share the Secrets to Managing Down</td>
</tr>
<tr>
<td><strong>Evaluation</strong></td>
<td>I need something to help me do this better</td>
<td>eBook with the what, why, and simple templates</td>
<td>Building a Business Case for Continuing Education</td>
</tr>
<tr>
<td><strong>Selection</strong></td>
<td>I have no idea who or what is the best solution</td>
<td>Clear comparison charts/infographics</td>
<td>Harvard vs Stanford vs Cornell</td>
</tr>
<tr>
<td><strong>Retention</strong></td>
<td>I’m not sure I made the best choice</td>
<td>Member swag, Case study/quote submission</td>
<td>How I Got Promoted in Just 6 Months</td>
</tr>
</tbody>
</table>
Make Less Matter More with Reuse and Repurposing
## It All Starts With An Audit

### Example:

<table>
<thead>
<tr>
<th>SEE</th>
<th>THINK</th>
<th>DO</th>
<th>CARE</th>
<th>GROW</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONA:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Marketing Manager:</strong></td>
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<td></td>
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<tr>
<td>Mkts Benchmark</td>
<td>Case Study</td>
<td>Competitive Analysis</td>
<td>Onboarding Blog</td>
<td>Enablement Deck</td>
<td>Customer Awards</td>
</tr>
<tr>
<td>Planning Blog</td>
<td>Testimonial</td>
<td>Services White Paper</td>
<td>Onboarding Help Article</td>
<td>Product Update Email</td>
<td>Conference Booth</td>
</tr>
<tr>
<td>Strategy Webinar</td>
<td>Event Presentation</td>
<td>Product Page</td>
<td>Product FAQs</td>
<td>Services Workshop</td>
<td>Conference Handout</td>
</tr>
<tr>
<td>Metrics Infographic</td>
<td>Demo Video</td>
<td>Community Guide</td>
<td>Customer Success Webinar</td>
<td></td>
<td></td>
</tr>
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<td><strong>PERSONA:</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Director of Marketing:</strong></td>
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<tr>
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Key Content Audit Questions

- Which content engages your users the most?
- Are there pages or posts within your site that bounce users away? Why?
- Which content can be optimized to improve its ranking?
- Are there duplicate pieces of content that could be consolidated to minimize overlap?
- Which content lacks relevancy and could be unpublished altogether?
Reuse and Repurpose

CREATE

Derivative content
All Content Flows from a Central Core Asset
Key Takeaways

● 53% of content is considered useless by your customer. Stop the waste and commit to strategy.

● Content is nothing without context.

● Discover what matters to your customer—their passion and story—and build personas for everyone to reference.

● Your customer isn’t inspired by you. Build your content around the issues they care about.

● Don’t reinvent the wheel—just reuse or repurpose it with derivative content.