

**National Journal Communications Council**

**Media  
University**

**AMU 412**

# Content Strategy—Part 1

September 25, 2015

# Our Time Together

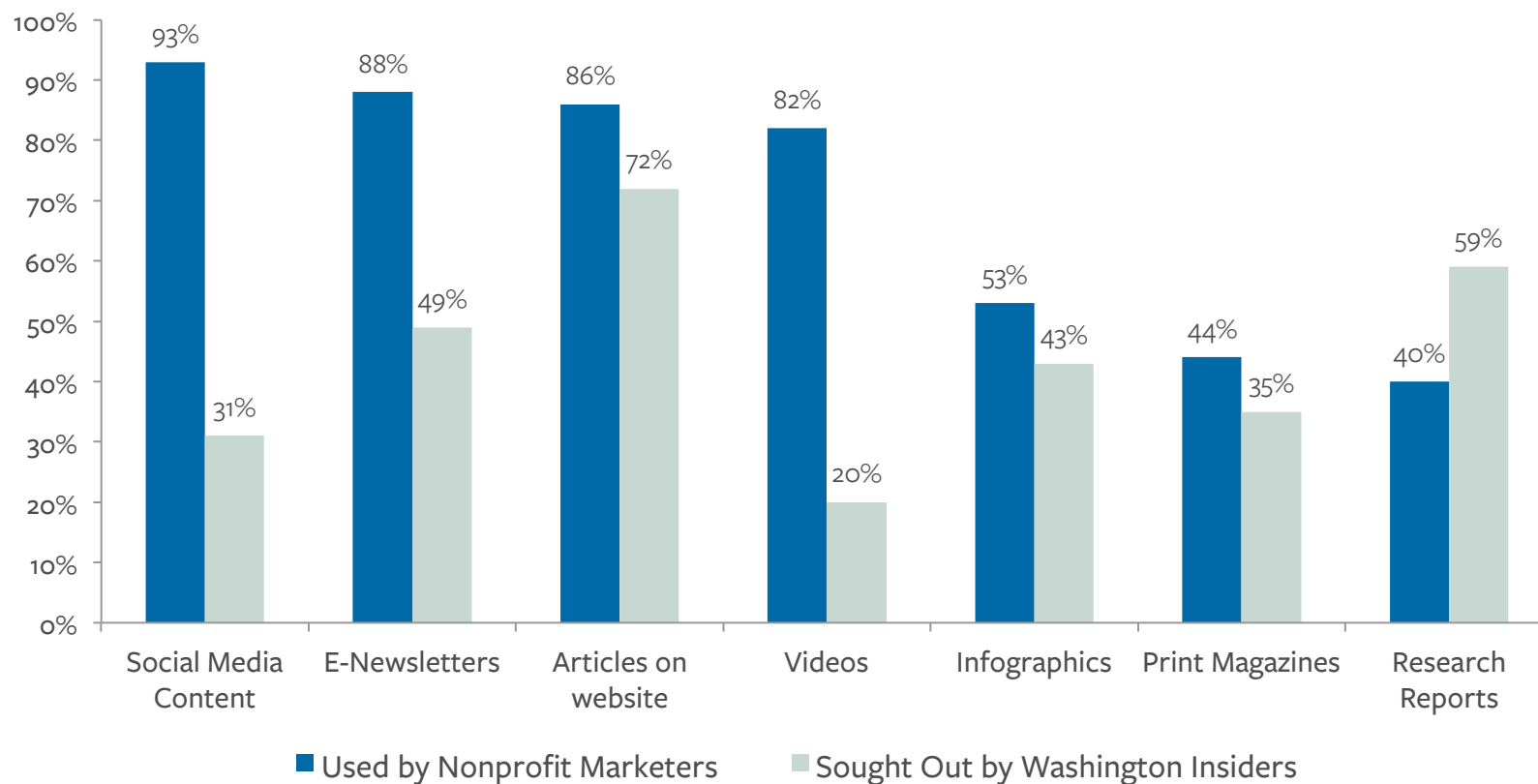


# The Consumption-Production Gap

What We Produce Isn't Always What They're Looking For

## Content Marketing Tactics Most Utilized by Nonprofits vs. Those Most Sought Out by Washington Insiders

*Nonprofit Marketers (N=1,118); 2015 Washington Insiders (N=1,173)*



# The Current State of Content Production

Most Content Creators Still Driven By Internally-Mandated Visibility, Volume, or Channel Goals

## Organizational Approaches to Creating Content

### The Subject Matter Owner



*“We want to be the one-stop shop for knowledge on this issue. If someone Googles it, we want to be at the top of the results.”*

- Goal is to drown out other content creators by producing high volume of duplicative content on a given topic
- Content largely produced on an as-needed, ad hoc basis
- Good opportunity for repurposing larger content pieces (e.g., white papers)—but most “post it and forget it”

### The Strategic Content Provider



*“We know the wants and needs of our users, and our content consistently meets those—and, not coincidentally, it meets ours, too.”*

- Approach privileges quality over quantity, and strategic fit over superficial web success metrics
- Content production is an iterative process, with adequate time built in to measure, improve, and hone in on what’s working
- Content is an asset—not an afterthought or byproduct of other functions within the organization

### The Serial Social Media Poster



*“We need a steady stream of new content, because what else are we going to post on social media?”*

- Topics tend to be less focused or substantive, since driven by volume/velocity needs rather than comprehensiveness or depth
- “Publish or perish” mindset can be unsustainable in the long term as teams struggle with daily creation requirements
- Difficult to measure effectiveness or impact, since most content is being posted for the sake of being posted

## Content as Noise

*“Twenty-first century content marketers have a dizzying array of digital tools at our disposal to create content at an unprecedented scale, but we face two significant challenges: A massive influx of content from brands, companies, and individuals in practically every niche...and being forced to cut through the noise created by these new adopters, much of which is low quality but still very ‘noisy.’”*

Andrea Fryrear, MarketerGizmo

# Where We Currently Stand

Conduct a Content Audit to Identify Gaps and Opportunities, Kick-Start Internal Conversations

Content is Recorded, Rated in Audit Template



- ✓ How much content do we have?
- ✓ Where does it live, and who owns it?
- ✓ Which content scores high/low on specific factors?
- ✓ How much is out of date or inaccurate?
- ✓ Do we have a disproportionate amount aimed at any one audience?

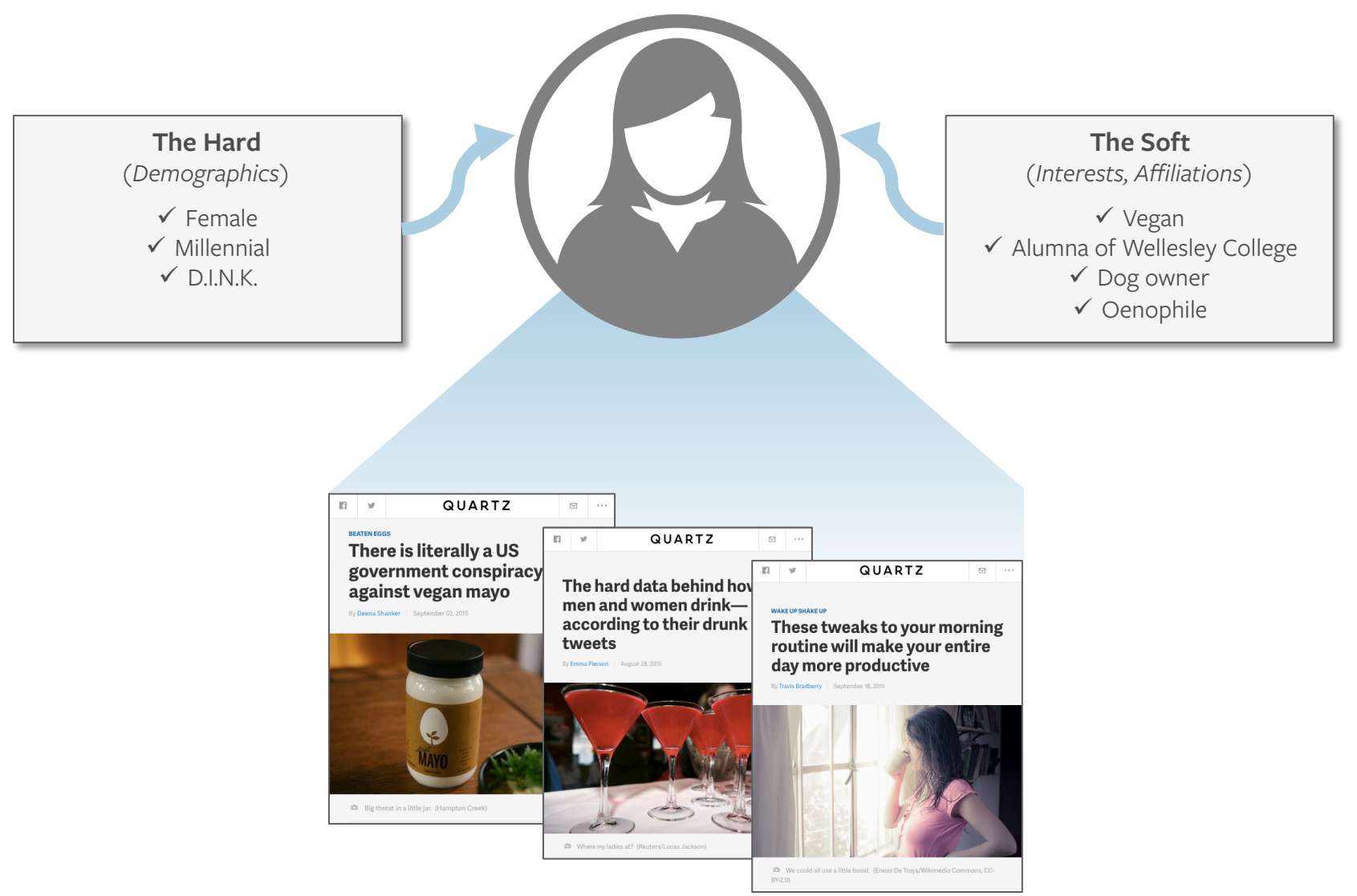
Broader Trends Emerge from Crunching the Numbers

Illustrative

Page ID	Title	Usability	Knowledge Level	Find-ability	Action-ability	Accuracy	On Brand	Audience
3.1.1	At a Glance	5	1	4	2	5	5	Consumers, Pol.
3.1.2	Consumer Info.	4	2	4	3	5	5	Consumers, Pol.
3.1.3	Nat. Gas Glossary	5	3	3	2	5	3	Consumers, Pol.
3.1.4	Add. Resources	3	3	3	5	2	3	Consumers, Pol.
3.2	Reports & Studies	3	5	4	2	3	4	Policy, Members
3.2.1	Benchmarking	2	5	2	4	4	2	Policy, Members
3.2.2	Energy Efficiency	5	4	3	5	5	4	Policy, Members

# For Content to Be Shareable, Play to Combination of Identities

Quartz Combines Hard and Soft Identities to Serve Content That Appeals to Specific Personas' Motivations



# Stocking Your Content Pantry

Two Primary Methods to Consider When Sourcing Content

## Creation

*Developing Original Content to Showcase Organization's Resources, Perspectives*

### Evergreen



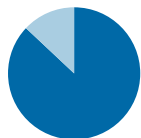
### Topical



### Operationalized



- ✓ Best platform for demonstrating unique value, expertise, perspectives
- ✓ Establishes authority that can lead to earned media, inbound links, increased amplification
- ⊗ Often costly and time consuming to develop and maintain
- ⊗ Can be difficult to carve out unique take on a topic within a cluttered landscape
- ⊗ Singularity of perspectives can limit utility to some audiences



**87% of marketers** created their own content as part of their strategies in 2013

## Curation

*Presenting Existing Content in a “Meaningful, Organized Way Around Specific Themes”\**

### Filtering



### Listicles



- ✓ Can be quicker and cheaper to maintain, if process and monitoring capabilities are in place
- ✓ Showcases a diversity of perspectives not found in organizationally created content
- ⊗ Positions organization as resource (vs. an expert) on given topics or issues
- ⊗ Need to ensure there truly is value being added by curating, rather than simply aggregating others' content

\* Curation definition courtesy of Beth Kanter



Just **17% of marketers** utilized curation in their content strategies in 2013

## Laws of Motion

“Stories either create their own energy, or leverage existing energy around a topic.”

Zach Seward, Executive Editor, Quartz