

# TAMING THE BEAST

HOW PROFESSIONAL CONTENT  
MARKETERS TACKLE LARGE  
CONTENT PROJECTS



Content  
Copywriting

# TAMING THE BEAST

Content is your brand's secret weapon. You know you need consistent, high-quality content to stand out from the crowd in this increasingly busy, fragmented world. But managing large content projects is complex. You need to work with multiple stakeholders, goals, channels, budgets... and the list goes on.

As 'Brand Guardian', it's your job to whip the beast of competing priorities into shape. You're responsible for turning that beast into regular, engaging, well-crafted content that delivers against everyone's goals.

It's a tough job! But someone's got to do it – and that someone is you.

To help you to do it as well as possible, we've put together this guide for you. In it, you'll learn:

- 1) Why content is so important
- 2) Where to start with managing large, complex content projects

We've tamed many a large content beast. We've helped brands in a wide range of industries to untangle themselves and go on to create truly inspired content that delivers a strong return. And we've distilled the 'secret steps' we use with our clients into the checklist you're reading now. This is what we do to ensure large content projects are successful; even when that feels unachievable.

**62%** ↓ Cost of content marketing vs traditional marketing

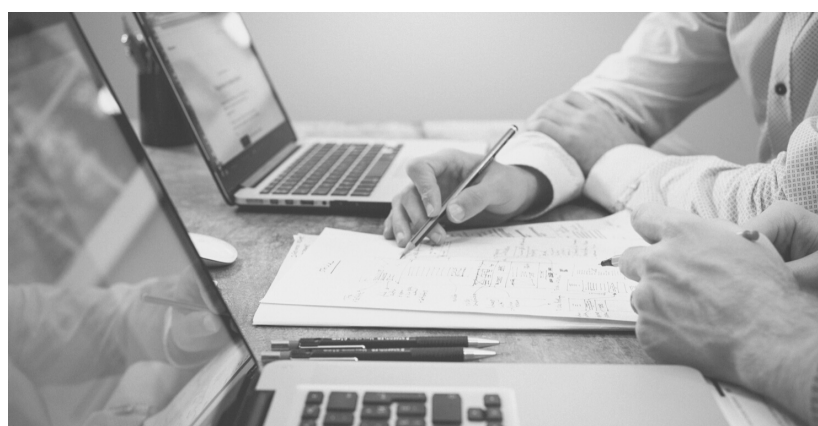
More volume of leads generated by content marketing vs traditional marketing **↑ 300%**

**70%** People who'd rather learn about a company via articles than advertising

Conversion rate of brands who use content marketing vs those who don't **↑ 600%**

Quality content marketing positively impacts your sales, loyalty, retention and cost efficiency metrics.

The real question is *why wouldn't* you focus on content?



# Secret Step #1 – Don't even start without a strategy

Before you start creating, you need all of your stakeholders to agree on the critical aspects of content success. These aspects all stem from a strategic content focus – an agreed baseline of the landscape and metrics, which then determine the types, volumes and frequency of content you'll create. You also need to identify how you'll judge the success of any content.

A good Content Strategy will cover:

## - Who you're creating the content for

It's not enough just to say 'Urban, AB+, Business owners'. You need to profile your audience by humanising them. Give your readers/viewers a name and face, and know exactly what they're doing with their day, minute by minute, both online and offline.

## - What your business wants to achieve

Sales? Leads? Customer/client retention? If your organisation doesn't already have focused whole-of-business goals, gather each department's goals and amalgamate them into a unified, time-based list.

## - What's working now

Analyse your current online presence data. Dig deep to discover how website visitors are moving through your site. Where do they spend most of their time? Where are they converting? How do they reach your site? This will tell you what content you need to create more – and less – of, and where the gaps are.

## - How you'll measure success

Sure, hitting those business goals is important. But it isn't everything. You also need to define a separate set of metrics to judge the success of each content piece. Conversion plays a part here, but so does how people interact with the content – for example, time on page, page visits, pages/session, average session duration, etc. Without these separate goals, it's far too easy for the rest of the business to say, "This content isn't working!" if it doesn't immediately convert.

# TIP



Sense check the whole-of-business goal with each business unit and ask them to prioritise the most important goals to uncover which should be tackled first.

## Secret Step #2 – Focus on channels where your ideal audience already spends time

It's tempting to just focus on SEO. Or social. Or whitepapers. Or whatever other content your CEO thinks the business should be creating.

**But that's NOT the way to go.**

As part of the strategic thinking, you'll have looked at where your ideal audience spends their time online. Ignoring this and creating content for other channels will lead to 'content for content's sake'.

There's no point curating a beautiful Instagram feed if your audience is mostly scrolling through LinkedIn. Likewise, if your audience converts well based on email case studies, don't waste your time on Google Ads.

Instead, you need to focus on creating content for the channels your ideal audience is already spending time in. This will ensure you are seen by the right people, at the right time; and not creating or publishing content in channels where your ideal client aren't.

# TIP



Find out where your ideal audience is spending their time online through user research, competitive analysis and tools such as Google Trends ([live link](#)).

# Secret Step #3 – Gather the right team together, with a Senior Content Lead at the head

This is where we so often see content projects unravel. The brand sets a strategy, and then asks their Marketing Assistant to create the content. That Marketing Assistant might be a great writer; but for ongoing, large-scale content projects to work, you need a Senior Content Strategist/Editor/Copywriter in the lead roles. A team of copywriters and copyeditors can produce the work, with the Senior Content Lead managing the ongoing success.

**Content marketing success is built on ongoing quality, consistency and strategic adjustments.**

**Set and forget isn't an option.**

The Senior Content Lead will evaluate the results against the strategy every month and tweak the content output plan as needed. They'll be able to adjust the strategy as business goals evolve. They can also help you react quickly to changing market conditions such as newsjack opportunities or press coverage.

Plus, a strong Senior Content Lead will help you to manage the multiple stakeholders and their competing priorities, as well as keeping your content consistent. You'd be surprised how far off-brand content outputs can get after only a few months if someone doesn't keep a close 'consistency eye' on it all.



## Ideal Content Marketing Team

For Content Projects of 10+ unique  
content items per month

### Senior Content Lead x 1

Responsible for:

- Overall management of Content Strategy and Production
- Briefing and management of copywriters and copy editors
- Quality checks for all content
- Results analysis and subsequent strategic adjustments
- Stakeholder and business unit management

### Copywriters x 4

Responsible for:

- Research and production of content outputs

### Copy Editors x 2

Responsible for:

- Editing of content outputs for tone, readability and brief match
- Consistency police

### Digital Assistant x 1

Responsible for:

- Publishing of content output
- Inputting and monitoring of search engine optimisation aspects of content
- Results reporting

# Secret Step #4 – Be firm on internal governance and workflow

## Sarah Says:

“As CMO, try to limit yourself to only being involved in the strategy and first five content outputs. From there, delegate day-to-day involvement to your Senior Content Lead. Aim to just be across the monthly reporting, instead of spending unnecessary time and energy on every step of every content output.”

Large, ongoing content projects have a tendency to steer veer off course all too easily.

Approval timeframes blow out.

Suddenly New stakeholders suddenly want to review the content before it goes live.

Backlogs of reviews start building up. Establish a Content Governance and Workflow process up front to stop this from happening to you. It This process should cover everything every step of in the Content Production process , including:

- Content type, topic and keyword approval
- Research, interviews and brief creation
- First draft -- writing, editing and review
- Second draft -- editing, review and asset sourcing/creation
- Final draft -- proofreading and publishing

Finally, determine which stakeholders need to see the content item at each stage, and who' will be responsible for moving the production it through the process.

Your Senior Content Lead should not only set this process up, but they should then be responsible for managing it.

## TIP



Tools like GatherContent and Asana can go a long way to helping establish these processes and keep everyone on track. Check them out here:

**GatherContent** **Asana**



# Where to from here?

Follow these four steps to tame your content beast in no time:

- 1) Don't start without a strategy
- 2) Focus on the channels where your audience already is
- 3) Gather the right team together, with an expert beast-tamer at the head
- 4) Be firm on internal governance and workflow

## Need More Help?



Book a free 15min consultation here with our Lead Content Strategist, Sarah Spence, for guidance on your large content project.



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