

Top Tips

# Transforming Ideas into Impact: Elevate Your Content Marketing Efforts with a Consultative Approach

Creating custom content to support your marketing initiatives can be daunting. It can be difficult to know where to start, how to refine your messaging for your intended audience, or how to ensure the content aligns with your overall marketing strategy.

To make sure that your investment — both time and money — in content marketing is well spent, it's important to identify a strategic partner who can help transform what may appear daunting into an achievable and streamlined process. Through consultative conversations, your partner can help demystify the content development process and provide a clear roadmap and the support you need to navigate the path ahead.

Whether you're looking to create short-form or long-form content, custom research, videos, or podcasts, here are some tips to get started:

1

## **Understand what your goals are for this project and who your target audience is.**

Perhaps you're hoping to raise awareness about your company or your product/service. Or, you want your target audience to better understand your approach to solving an industry problem. Perhaps you have a thought leader on your team that you want to elevate in the industry. Whatever your goal, determine what you'd like to achieve and who you are trying to reach with this message, and your consultative partner can help you build a roadmap from there.

2

## **Ensure that your internal stakeholders are aligned.**

Within your company, who needs to be involved with this project? Who will be providing input on the topic focus, serving as a subject matter expert, or reviewing and approving content throughout the process? Involving these stakeholders in pre-sales consultative conversations can avoid hiccups — and delays in content development — in the future. Even if your idea isn't fully fleshed out, your consultative partner can help guide the conversation to identify the best way to approach the project to align with your team's goals.

# 3

## **Make sure you have a strong topic focus and the right form factor to deliver your message.**

Once you've identified your topic, you have a lot of [options](#) when it comes to custom content. How do you know where to start? This is another place your strategic partner can help. For example, some topics might require more explanation than what is appropriate for a short-form asset, which is meant to be a quick read for the user to help them make a decision or better understand the topic. Alternately, a white paper is only impactful if you have a topic that can be explored on a deeper level, and a writer with deep industry knowledge and subject matter expertise, which leads us to our next tip.

# 4

## **Identify a subject matter expert who knows the industry, the intended audience, and your brand.**

You have a lot on your plate, and perhaps writing a high volume of content isn't something you have bandwidth for — and the same goes for the rest of your team. But how do you find someone to write your marketing content, and how do you manage them? At Endeavor Business Media, our Marketing Solutions team has a network of more than 100 highly-qualified subject matter experts who understand the topics, trends, and technologies shaping the industries we serve. Not only will we connect you with the right expert, we'll guide the entire process along the way, overseeing the project timeline and deliverables from start to finish.

# 5

## **Gather important background material that is relevant to the project and identify an internal subject matter to advise on the topic.**

While the writer will manage the bulk of the research, any information you can provide about your company's products, services, or overall value proposition will be very helpful. If the content is meant to be about a specific product or service, sharing your marketing materials, product specs, or other relevant information will help the writer understand what information you want included in the content. Also, if you can leverage a subject matter expert from your team to address questions the writer may have, this will help the writer refine the topic focus and better align with your company's tone and messaging.

At EBM, we like to start custom content programs by asking our customers to fill out a short content brief. This brief provides the writer with the essential information to get started on content development, including crafting questions to ask your subject matter expert and make the best use of everyone's time.

# 6

## **Consider how this asset fits into your overall marketing strategy.**

Whether you're trying to fill gaps on your website, prepare for an upcoming event, or produce content that will be featured on partner websites, think about how this content enhances your marketing strategy. For example, we manage a lot of [lead generation programs](#) at EBM. If you're looking to gather quality leads, what is your follow-up plan? If this content is meant to raise awareness about your brand before an event, has your team strategized next steps?

Circling back to the importance of maximizing your time and financial investment, it's important to use custom content in a strategic way so it builds on your other marketing efforts and results in a strong ROI. Again, if you need help with envisioning this strategy, finding a trusted partner who can provide value-based guidance and solutions that align with your goals will make your content marketing efforts a success.