

FEEDING THE CONTENT CREATION MONSTER



How do you get your team to write blog articles?

a VALUABLE CONTENT idea starter

feeding the content creation monster

HOW DO YOU GET YOUR TEAM TO WRITE BLOG ARTICLES?

The challenge of continual content creation.

Continual content creation is a necessity for any professional firm wanting results from its sales and marketing efforts today. **This is the new business reality.**

Valuable content in the form of useful articles, guides, tips, e-books, videos and more is exactly the type of information that will get clients to know, like, trust and remember you when the time comes to buy. Blogging is at the heart of a this new valuable content universe – the engine that powers your content efforts and attracts new business to your firm.

But getting internal experts to provide regular blog articles and other content can be like herding cats. How do you motivate them to get involved? How do you engage the wider team, all with their own very busy agendas to do something they find extremely difficult? Some won't want to write, some like to write but don't understand blogging, most will always find something else to do that takes priority over content creation.

Understanding the way content marketing works is only half the battle. It's the implementation of the plan that scuppers or secures your success.

This is a *big* challenge for business development leaders today. In a recent **content marketing survey** by the CMI, 'producing enough content' came out on top of challenges faced by B2B firms, with 62% of firms struggling with the issue.

In this e-book we've collected ten different approaches we've seen in professional firms, and included the opinions of other thought leaders in the field. We really hope these generate some ideas for your firm.

VALUABLE VC:

answer **1**

INSPIRE THEM

1/2

Demonstrate the power of blogging. Set the scene for your team so they understand the new marketing reality and are fired up to get involved.

Show them the big picture. There are heaps of great infographics and blogs you can share that could start the process. Share examples of businesses that are doing content marketing well. Show what can happen to a business when it does this stuff right. Our **Valuable Content award winners** will give you lots of ideas.

Make it personal. Inspire them to produce their own content because of the benefits it will bring to them personally – more good leads (less time-wasters), more referrals, more PR and speaking opportunities, more clients, deeper expertise and trusted, profitable client relationships.

**INSPIRATIONAL TALK FROM SETH GODIN AND
TOM PETERS ON THE VALUE OF BLOGGING
HERE.**

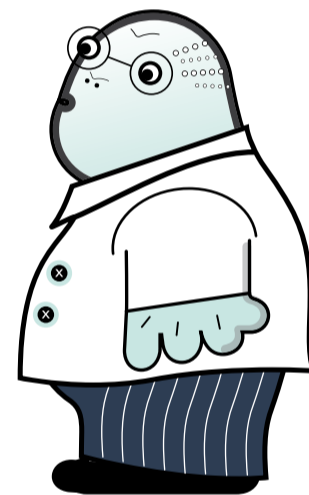


answer 1

INSPIRE THEM

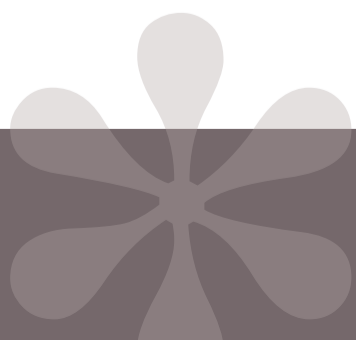
- 1 • Get some speakers in who will fire the team's imagination and show them what it's possible to achieve with valuable content.
- 2 • Include inspiring case studies and content success stories in your staff communications
- 3 • Take your team leaders on a 'content workshop' where they'll learn how to blog, and come back full of energy and ready to spread the word.

2/2



No single thing in the last 15 years has been more important to me professionally than blogging.”

TOM PETERS, BEST-SELLING AUTHOR



answer 2

TRICK THEM

Use every method you can to **cajole the knowledge** out of the heads of your subject-matter experts and turn it into useful content. Crafty content creator Bradley Owen goes so far as to trick subject-matter experts into producing valuable content:

cajole

“Consultants love to talk. Some are verbose email writers. If I see a trending topic referenced on a notable site, I send a link asking a provocative question. The 100 to 200-word diatribe I get in response can easily be ported to a blog post. Voila!”

BRADLEY OWEN, PROFESSIONAL SERVICES PRODUCT MANAGER AT SERVICE NOW

Good blog writing is conversational and Bradley’s trick helps them see they are capable of contributing. Once they realise producing great content is not so hard—*“look, you’ve written a blog without even trying!”*—they will find the next one easier.



answer 3**ORGANISE THEM**

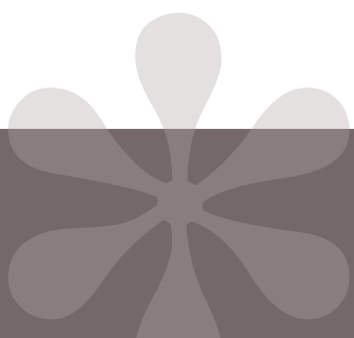
Share out the challenge – spread it around the team. Pull a content plan together, write a publication schedule and get it out there.

An achievable content calendar gives people plenty of time to prepare, and cuts out lots of excuses. If everyone knows well in advance that they need to produce one article a month, they can all plan for it. Throwing a blog post at someone and needing it for tomorrow will cause you problems. Give people 4 weeks to do it and they will (mostly) be more willing and able to succeed.

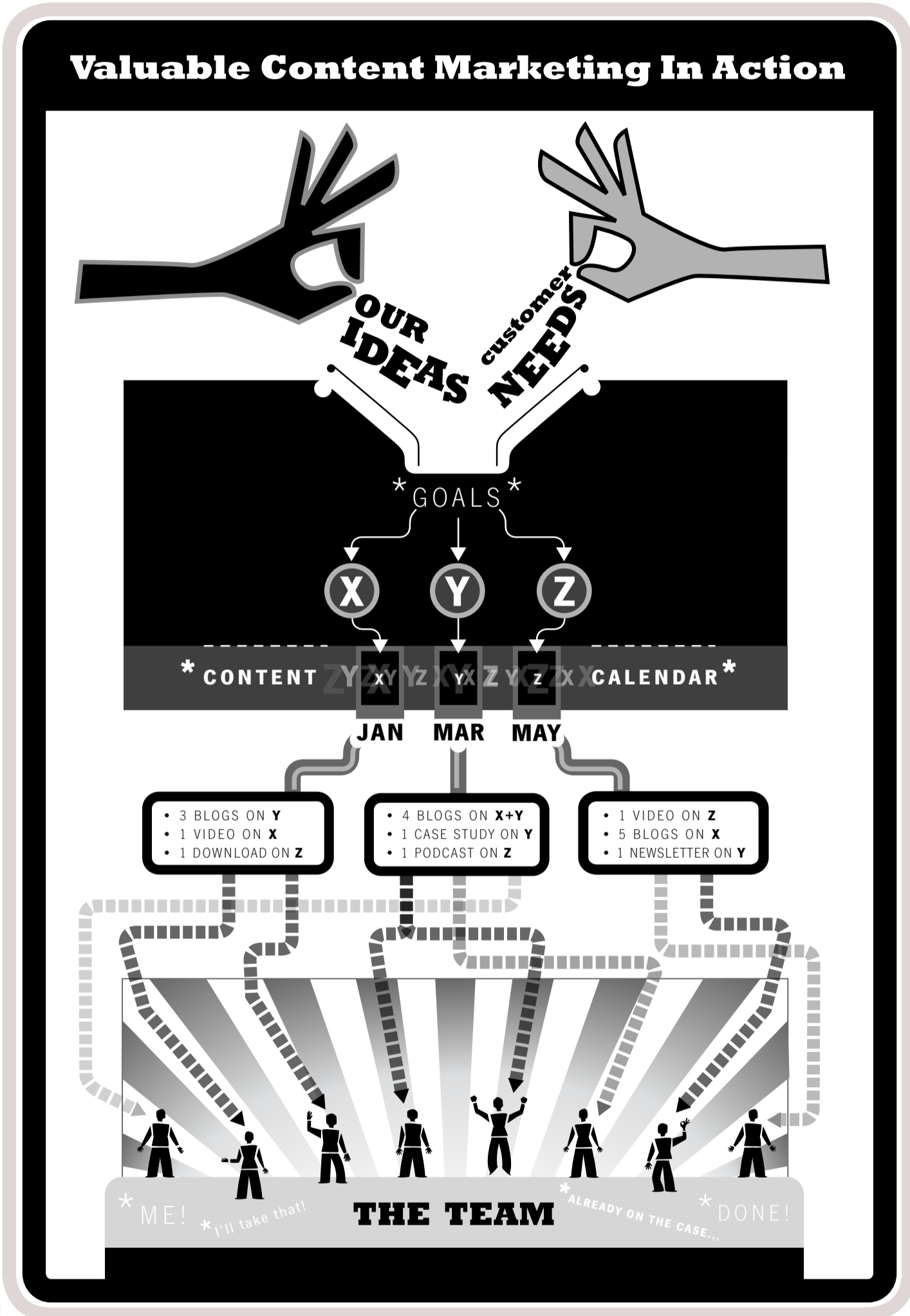


Never underestimate the effort required to create high quality content on a continued basis. Have a plan. There's nothing like a regular deadline to make sure something gets done. ”

RICHARD FRAY, DIGITAL MARKETING AND SOCIAL MEDIA MANAGER, HSBC EXPAT

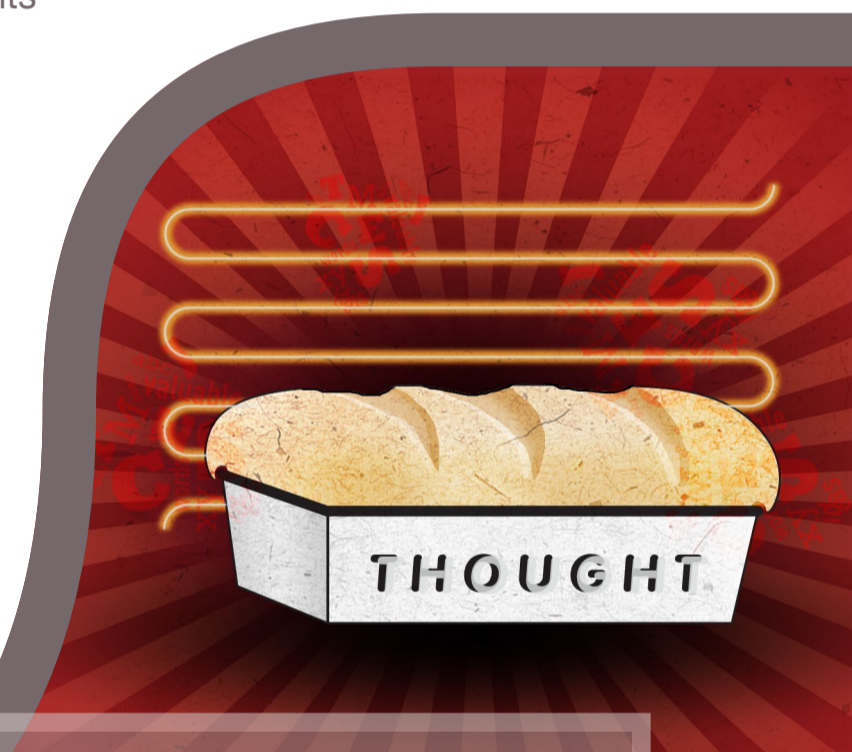


ORGANISE THEM



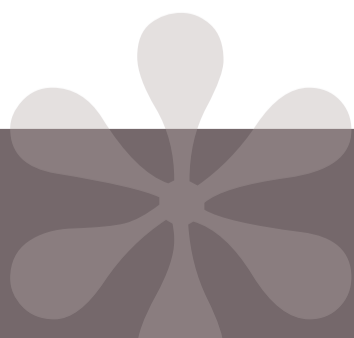
answer **4****MAKE IT PART OF THEIR ROLE**

This is an opportunity to get your fee earner team involved and contributing to the business development process. Make it part of their remit – recognise the importance of this activity and give your consultants and fee earners time to do this work. **Make ‘creating valuable content’ part of their role** and their performance review process. Relieve some of those billable hour pressures – you can’t be writing content when your goal is to pound a time sheet!



“We don’t mandate, but **we do bake** thought leadership **development** into annual plans.”

GREG AUSTIN, HEAD OF GLOBAL MARKETING AT ZS ASSOCIATES



answer **5****LEAD FROM THE TOP**

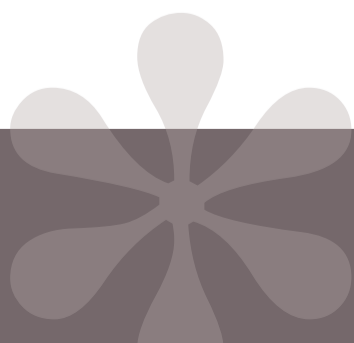
The success of this new, client-centred marketing approach relies on **top team commitment and buy in**. This means the MD and leadership team contributing their own thought leadership regularly too.

If it doesn't come from the top, it won't work, and good luck with the grass roots on this sort of thing. ”

KIM PHILLIPS, **LUCID MARKETING**

A consulting firm sells expertise. Expertise is demonstrated through thought leadership. Senior people should be expected to contribute to a firm's thought leadership. If they can't or won't, even with the help of a writer, they probably shouldn't be among leadership. ”

JASON MLICKI, PRINCIPAL AT RATTLEBACK



answer **6****FORCE THEM**

No blog, no bonus? How far are firms willing to go? How about tying content creation into their objectives and performance metrics and implementing content quotas?

We haven't heard of any firm that has gone this far yet, but valuable content is becoming such a marketing priority there is talk of a big stick approach.

Alan Vitberg moots this idea in his thought-provoking article: *'Should Your Firm's Reluctant Rainmakers Be Required to Do Content Marketing?'*

I want to pitch an idea for your consideration: install a content marketing program where your firm's reluctant rainmakers and rising superstars are required as part of their partner or employment agreement to produce content for marketing. Instead of using their business development time for sales and marketing activities that aren't in their comfort zone, they would use their subject matter expertise to create content that will attract the prospects who need your firm's services.

Sounds kind of like academia where in order to get tenure, you're expected to publish, right? You bet it is ... but then again, it's just an idea. ” ALAN VITBERG, VITBERG LLC

HOW FAR WILL YOUR FIRM GO?

answer **7**

PRAISE AND REWARD THEM

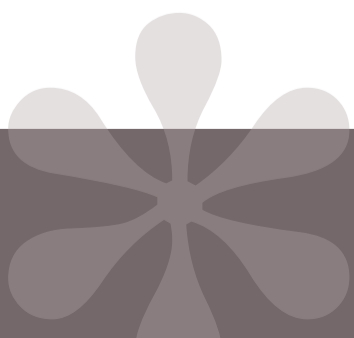
Recognise and reward your **bright content stars**. Unearthing the ‘bright spots’ and turning them into recognised content heroes is an approach we’ve used with our clients too. If you can get a few people onside, doing it well they will inspire others, particularly when the sales start coming in.

super



“ We are thrilled to have been awarded a prestigious Valuable Content Award. This is pretty much one man’s work. He prefers to remain anonymous but we all know who our social media Stig really is. ”

VALUABLE CONTENT AWARD WINNER, NOVATECH PRAISES THEIR CONTENT STAR



answer 8

HIRE MANIACS

Make a decision to **hire people with a passion** for their subject and an unstoppable desire to share it. That's how Rick Short, Director of Marketing Communications at Indium, and a recent Valuable Content Award winner wins the content challenge.

The Indium Corporation enjoys **a very enthusiastic and dedicated team of maniacs** who truly love their careers, their fields of study, their technologies, and their colleagues. This joie de vivre for semiconductor assembly materials, for nanotech materials and assembly processes, for thermal interface materials, for electronics assembly materials is the answer to the content challenge!

HIRE people who are consumed with the topics that matter to your customers. Then, put these people together and let them rock. ”

RICK SHORT, DIRECTOR: MARKETING COMMUNICATIONS AT INDIUM CORPORATION



answer 9

SUPPORT THEM

1/2

They are busy doing what they do best—advising clients—so make it as easy for them as possible to honour this new commitment. **Give them all the help they need.**

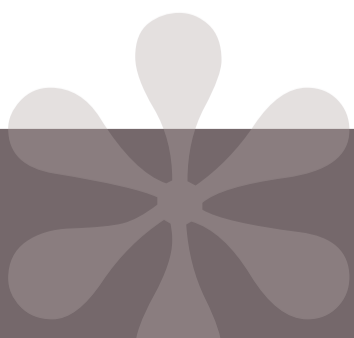
Your most reluctant consultants could start their blogging career by being interviewed by a writer who turns those thoughts into blog articles.

Think about hiring an internal content writer or outsourcing some of the work to a content creation agency or freelancer. A hybrid approach to content creation will make it easier for your team.



Make blog creation as easy as possible by repurposing existing content, capturing new ideas and points of view when they're fresh – like right before or after someone has presented to an internal audience or at a conference, written a white paper, etc. – and hiring or contracting capable writers to ease the burden of fleshing out the bones from an interview. ”

GREG AUSTIN, HEAD OF GLOBAL MARKETING AT ZS ASSOCIATES



answer **9**

SUPPORT THEM

2/2

What I'm seeing are firms moving towards is a hybrid approach – some original content 100% developed by the subject matter experts, some initiated by the subject matter experts and polished by a professional writer, and some that's initiated by a professional writer and then vetted for technical accuracy by the subject matter expert.

ALAN VITBERG

Hold **monthly blog brainstorms and blog surgeries** where your team can share ideas and help each other. Make talk about blogging part of the day-to-day life and culture of your organization and it's far more likely to take root and flourish.



answer 10

TRAIN THEM

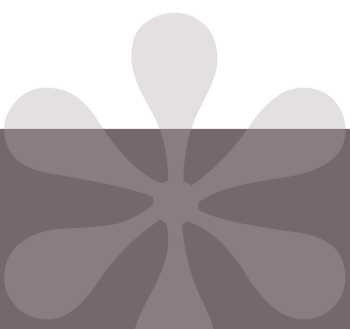
Communicate why you are doing this, the benefits it will bring and how others in your firm and other firms have benefitted. **Make sure people truly understand** the value, and that ‘getting everyone blogging’ is not just something the crazy marketing department made up! Bear in mind that many people are intimidated by this sort of writing and think they have nothing to say. Give them the skills they need to do it well.



If you're good at [blogging] people are going to want to read it. If you're not good at it, and you stick with it, you'll get good at it. ”

SETH GODIN, BEST-SELLING AUTHOR

Writing blogs needs a different mindset and different skills from other forms of writing. Valuable Content runs **Blogging for Professionals** training and mentoring schemes. Get in touch if you'd like to know more.

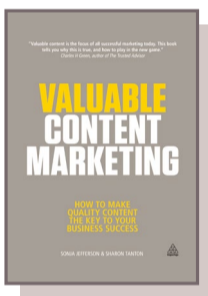


HELP FROM VALUABLE CONTENT:

ARTICLES

- **Feeding The Beast:**
5 quick tips to satisfy the content generation monster
- **5 reasons smart people find blogging intimidating;**
5 ways to tame their fears
- **Will content marketing change your marketing department?**

RESOURCES



- Our book, Valuable Content Marketing (available on [Amazon](#))
- An **E-Course** for your consultants, available for sign-up on our website
- Hire Valuable Content to talk to your team about how to make content marketing work for you.

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