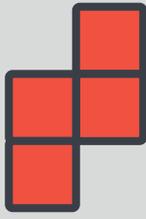
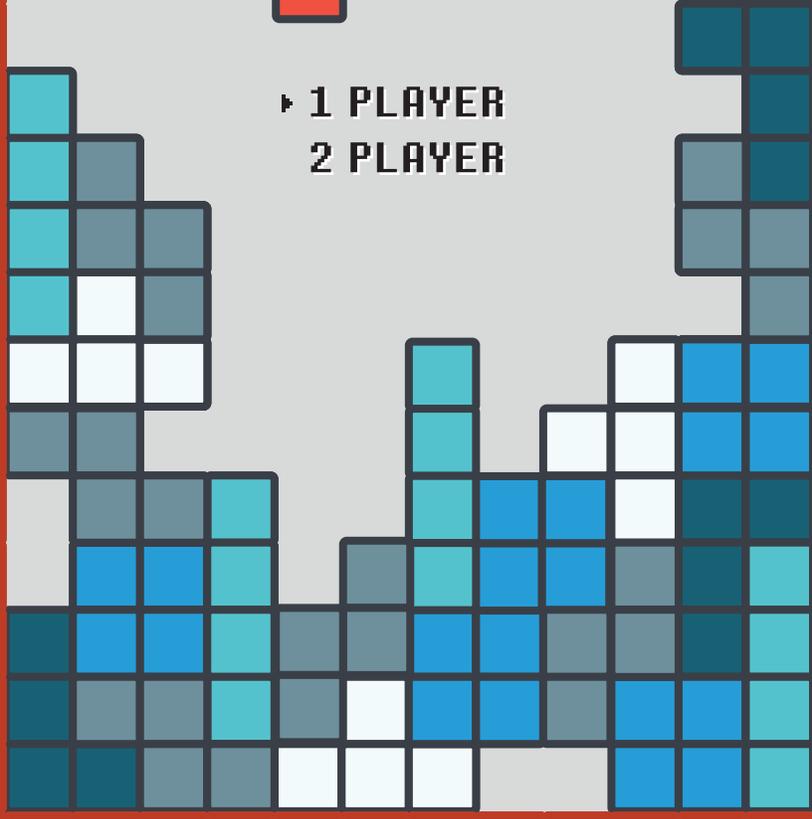


THE ULTIMATE GUIDE TO

BUILDING A CONTENT MARKETING TEAM



▶ 1 PLAYER
2 PLAYER



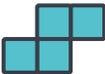
Scripted

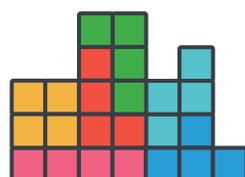
THE ULTIMATE GUIDE TO
**BUILDING A
CONTENT
MARKETING
TEAM**

Editor-in-Chief: Nicole Karlis, *Content Manager*
Contributing Editor: J.D. Peterson, *Chief Revenue Officer*
Contributing Editor: Eric MacColl, *Director of Marketing*
Contributing Editor: Miles Gotcher, *Lead Gen Manager*
Written by: Scripted Writers Designer: Candice Chang

Scripted

TABLE OF CONTENTS

	INTRODUCTION BY J.D. PETERSON	1
	CHAPTER ONE WHY BUILD A CONTENT TEAM? Content Influencer Interview: Joe Chernov of HubSpot	2
	CHAPTER TWO THE FIRST STEP? BUILD A CONTENT STRATEGY Content Influencer Interview: Hana Abaza of Uberflip	6
	CHAPTER THREE HOW TO STRUCTURE YOUR CONTENT TEAM Content Influencer Interview: Jason Miller of LinkedIn Marketing Solutions Content Influencer Interview: Kelsey Meyer of Influence & Co.	10
	CHAPTER FOUR QUALITIES OF AN AWESOME CONTENT MANAGER Content Influencer Interview: Lee Odden of TopRank Online Marketing	17
	CHAPTER FIVE HOW TO PITCH YOUR CONTENT STRATEGY TO YOUR BOSS Content Influencer Interview: Sofia Quintero at Geckboard	20
	CHAPTER SIX HOW TO HIRE YOUR CONTENT MARKETING TEAM Content Influencer Interview: Zack Onisko & Josh Johnson at Creative Market	24



INTRODUCTION

There has never been a more exciting time to be a marketer. Companies are coming to the realization that marketing is the engine that drives business – particularly revenue. The technology available to marketers continues to evolve rapidly as investments fuel innovation across the space. Improvements in distribution, targeting, automation and analytics – to name a few – have given marketers numerous ways to efficiently attract and retain customers.

No matter what the tactics are, though, content is always at the core of it. Content – articles, guides, videos, images and more – is the fuel that makes the marketing engine go. In today’s world, marketers are the publishers of the 21st century.

It is incumbent upon us to create fresh, engaging content to attract, win and keep customers. It is through content that customers are being introduced to brands. Content is educating and entertaining them. Content is winning hearts and minds.

As brands and businesses of all sorts embrace themselves as content creators, the challenge is always the same: How do I create more and better content? As the Chief Revenue Officer at Scripted, where I lead the sales and marketing teams, I see firsthand how success boils down to the people and resources you have running the show. How you build your content marketing team will be the biggest determining factors of success.



I’m really excited about this e-book that includes advice drawn from our own experiences with clients and notable thought leaders in the space. A big thanks to everyone who contributed. We hope that after reading this you’ll feel confident to start building a content marketing team today.

J.D. PETERSON
Chief Revenue Officer, Scripted



CHAPTER ONE

WHY BUILD A CONTENT TEAM?

It's never been easier for marketers to reach a relevant audience with nearly 3 billion people online, and the best way to do that is through content marketing. From blog posts to videos to infographics, millions of pieces of content are shared online each day. If you don't have a content strategy in place yet, you're missing out on opportunities

that can truly take your business to the next level: establishing trust with your customers, attracting organic leads, building brand awareness and educating customers. Content marketing can help your brand achieve a variety of goals, but can it be done without a team? Our answer is a resounding, "No, it can't."

In order to execute a successful content marketing strategy, you need to have a team to lead it. This is because it takes quality content, resources, testing and consistency to get to a place where a marketing team can see the impact. When lacking a proper strategy, content marketing is more detrimental to your business. Eighty-six percent of B2B marketers surveyed for Content Marketing Institute's 2015 Benchmark report are using content marketing, but only 47 percent of them have a dedicated team. It shouldn't come as a surprise that these marketers claim their biggest challenges are "producing engaging content," "producing content consistently" and "measuring content effectiveness." See the correlation there? If you're lacking a dedicated content marketing team, many problems and challenges are bound to happen – keeping your business from thriving off your content efforts.

People come to Scripted to purchase written content for many reasons, and because of this we've seen all the ways a content marketing team can be structured. After reading this e-book, you'll know how to build a team that works best for your business – even if it is just one person and a content writing service.



WHAT EXACTLY IS A CONTENT MARKETING TEAM?

A content marketing team is a person or group of people who oversee and execute a content strategy for your business. This department should be involved in the following steps of your content campaigns:



CREATING A CONTENT STRATEGY



CURATING CONTENT TO SHARE



SETTING CONTENT GOALS



ENGAGING VISITORS AND CUSTOMERS WHO INTERACT WITH YOUR CONTENT ONLINE



IDENTIFYING THE BEST CHANNELS FOR DISTRIBUTION



MEASURING CONTENT EFFECTIVENESS

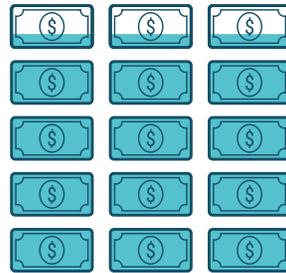


CREATING CONTENT

It's easy to see that you'll save a lot of time by building a content marketing team. Each moving part of a content strategy can be a full-time job – and when it comes to content marketing – it can't be done half-heartedly.



CONTENT MARKETING TEAMS BY THE NUMBERS



Customers who receive email newsletters typically spend 82 percent more money. [Source: iContact](#)

Content-driven tactics save an average of 13 percent in overall cost per lead. [Source: HubSpot](#)

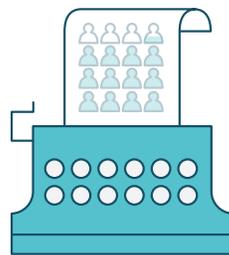


86%

90 percent of consumers find custom content useful, and 78 percent believe that organizations providing custom content are interested in building good relationships with them. [Source: CMO Council](#)

Inbound marketing delivers 54 percent more leads into the marketing funnel than traditional outbound marketing. [Source: HubSpot's 2013 State of Inbound Marketing](#)

86 percent of highly effective organizations have someone in charge of their content strategy. [Source: CMI 2014 Benchmark Report](#)



47 percent of marketers have a dedicated content marketing group. [Source: CMI 2015 Benchmark Report](#)

77 percent of marketers will increase content production in the next year. [Source: LinkedIn Technology Marketing](#)

56 percent of leading business bloggers are hiring additional resources in the next year. [Source: Curata](#)



ADVICE FROM A CONTENT INFLUENCER: JOE CHERNOV



HubSpot

Joe is Vice President of Content at HubSpot. Here are his insights on the importance of building a content marketing team.

SCRIPTED: How is your content team structured and why?

JOE: HubSpot's content team is bifurcated into two groups: short-form (blog editorial, analytics) and long-form (gated written assets, SlideShares and podcast). While the groups are separate, individual members are free – encouraged even – to support both functions when inspiration strikes. I like to say: Everyone needs a swim lane, but the buoys shouldn't be radioactive.

SCRIPTED: Why do you think it's important for a marketing team to have someone dedicated to content marketing?

JOE: Because the function is getting increasingly specialized. Any company can produce content, but if you want to excel at content marketing – that is, content that increases awareness, drives leads, fuels social, augments PR, accelerates sales and even inspires advocacy – then you need a team with specialty skills.

“

...IF YOU WANT TO EXCEL AT CONTENT MARKETING – THAT IS, CONTENT THAT INCREASES AWARENESS, DRIVES LEADS, FUELS SOCIAL, AUGMENTS PR, ACCELERATES SALES AND EVEN INSPIRES ADVOCACY – THEN YOU NEED A TEAM WITH SPECIALTY SKILLS.”



CHAPTER TWO

THE FIRST STEP TO BUILDING A TEAM?

OUTLINE A CONTENT STRATEGY

You're eager to dive head-first into the content marketing world – but if you create content without a plan, your efforts may be unsuccessful. Remember, you're eventually going to have to pitch a content marketing team to your boss (more on this in Chapter 5). Outlining a content strategy will provide a blueprint for your content marketing goals, establish your voice and identify preferred publishing channels.

DEFINE YOUR CONTENT GOALS

Why do you want to start marketing content for your brand in the first place? Establishing content goals will form the foundation for the rest of your strategy. While these are subject to change in the future, they're useful to have in the beginning. Here's a short list of questions you can answer to help you define your goals.

1. What do you want to achieve through your content marketing program: thought leadership, SEO improvement, lead generation tools or customer retention? List as many goals as you want.
2. How will you be measuring these desired goals? Assign metrics to each one you listed above.
3. What resources do you need to reach these goals?
4. What types of content are needed to reach these (goals blog posts, white papers, social media posts, etc.)?
5. How will your content reach a relevant audience?



At the end of the year, when we're drafting up our own content strategy here at Scripted, we think about what our content goals are from all different angles. Here's an example of our content goals for 2015 to help you outline your own:

1. Drive a sufficient number of marketing-qualified leads organically.
2. Establish thought leadership within the following targeted conversations/themes:



**HOW TO BUILD
A CONTENT TEAM**



**THE DEFINITION OF
QUALITY CONTENT**



**HIRING/MANAGING
CONTENT WRITERS**

3. Ensure our content is easily accessible to a relevant audience through search engines.
 4. Provide targeted, original and fresh content for lead generation programs.
 5. Expand Scripted's presence in top-tier publications to reach a more relevant audience through guest posts.
- b.** Create a healthy mix of written and multimedia content. We'll do this by publishing one piece of multimedia content per quarter.

WHAT YOUR OUTLINE CAN LOOK LIKE

After establishing our goals, we put together a plan on how we're going to achieve them. It's a lengthy – but simple – document that includes the following:

1. Editorial mission
2. 2015 goals
3. High-level overview of content strategy
4. 2015 monthly themes and quarterly keywords
5. Content for each stage of the buyer's journey
6. Editorial planning
7. Metrics of success
8. Promotion and social strategy

You don't have to develop a full strategy just yet, but outlining the above is a great start.



WHAT IS YOUR BRAND'S VOICE?

Maintaining consistency in content marketing builds your brand's image. It can be harder to repeat success if your voice changes from article to article. One of the easiest ways to ensure the consistency of your voice is to create a content style guide before you get started. Define these items in your guide to help your team deliver effective content:



TONE OF VOICE



COMMON JARGON AND SLANG TERMS



FORMATTING REQUIREMENTS



OFFICIAL WAYS TO REFER TO YOUR COMPANY



WORDS AND PHRASES TO AVOID

DETERMINING PUBLISH FREQUENCY

There's no one-size-fits-all answer to how much content you'll need for a content marketing strategy. Your publishing frequency will be determined by your available resources and content goals. It's important to have a gauge on how much content you'll be publishing, though – this will be a key indicator for how many people you need on your content marketing team.

After you have a few campaigns under your belt, you'll have a better understanding of what types of content appeal to your audience. You might think it's a good idea to publish as much as possible, but when you flood your audience, your message often gets disregarded or lost. While it's impossible to know what will work now, estimate what you need to achieve your goals and build a team around that.



ADVICE FROM A CONTENT INFLUENCER: HANA ABAZA



 **überflip**

Hana is Director of Marketing at Uberflip. Here are her thoughts on building a content team from the ground up.

SCRIPTED: How is your content team structured and why?

HANA: The core of our content team includes a content manager, a designer and a writer. In addition to these three roles, we also have guest bloggers that contribute on a regular basis. Over time, we've found this to be the best structure to accomplish our content goals. Victoria, our content manager, helps keep everyone on track and manages our editorial calendar. Our designer, Quentin, adds a ton of value when it comes to premium content like infographics and e-books (not to mention the awesome images he creates for our content Hub!). And Braveen, our writer, focuses on crafting various types of content, including blog posts and long-form content like e-books and white papers.

But when it comes to brainstorming content ideas, this involves more than simply our content team. We loop in someone from Customer Success, we talk to Sales, and the marketing team as a whole also brainstorms ideas. This helps us ensure that we're filling any content gaps that might arise, addressing common questions and pain points and coming up with the most creative ideas.

SCRIPTED: What advice do you have for businesses just starting out in building a content team?

HANA: Make it a priority for somebody, not something that you'll "get to" eventually. That doesn't mean that person has to create all of the content – you can recruit guest bloggers or use a company like Scripted for that – but this person needs to be accountable for the execution, distribution and measurement of the content. Otherwise, you'll be throwing spaghetti at the wall with very little to show for your time and effort!



**MAKE IT A
PRIORITY FOR
SOMEBODY,
NOT SOMETHING
THAT YOU'LL
'GET TO'
EVENTUALLY."**



CHAPTER THREE

HOW TO STRUCTURE YOUR CONTENT MARKETING TEAM

Now that you've outlined a strategy, you're ready to put together an army of content warriors. Each member of your team will play an important role in your content marketing strategy – depending on your budget and resources, some members will wear one hat while others will wear many.

WHO DO I NEED ON MY TEAM?

On any content team, there are four primary roles.

CONTENT MANAGER

This person is responsible for developing the primary content marketing strategy and ensuring that each of the other team members fulfill their parts as needed. He/she is in charge of planning and maintaining a brand's editorial calendar, in addition to giving the final stamp of approval for each piece of content that's published.

CONTENT WRITER

This is the team member (or members) who generates the content – web copy, blog posts, articles, social media posts or any other component of the content strategy. Writers can be employed internally or come from a content writing service like Scripted.

CONTENT EDITOR

This role helps ensure content quality and consistency. Content editing requires not only checking pieces for spelling, grammar and flow but also ensuring the content is ready for a steady release schedule. Additionally, an editor checks that the tone, message and style accurately represent the brand's voice.

CONTENT DISTRIBUTOR

The final essential role for your content marketing team is to distribute your content. This involves posting content on the appropriate channels, maintaining and monitoring email marketing campaigns and working with the content manager to brainstorm content ideas for lead generation programs.



In addition to these four core roles, there are more positions that can be assigned for larger content teams – or incorporated into smaller ones.

CONTENT CURATOR

This person can help you increase the volume of your content by sourcing relevant, high-quality content to share with your audience.

COMMUNITY MANAGER

This team member can take some of the burden off of content distributors by handling audience engagement on specified channels.

CONTENT ANALYST

The person in this role monitors analytics on your content marketing campaigns and suggests changes or areas to focus on to achieve the best ROI.

SEO SPECIALIST

A dedicated SEO specialist is responsible for suggesting specific keywords to create content to support. This person regularly updates and reports traffic and ranking metrics.

EDITOR-IN-CHIEF (EIC)

This person serves a role at the executive level and will report on behalf of the content team to other executives within the organization. Typically, a content manager will report directly to the EIC, who will have the final input on content ideas and programs.

IDEA CONTRIBUTORS

They may not have the time or ability to generate content, but they can offer great ideas to the content marketing team. These people can be part of any department.



HOW TO STRUCTURE YOUR TEAM ACCORDING TO COMPANY SIZE

With so many potential roles for a content marketing team, it's important to create a structure that works for your unique business. Whether you have just one person who comprises your entire content team, or you're restructuring a section of your marketing department that's devoted exclusively to content, you can make it work with defined roles and a formal structure. Though there is no set formula, we generally see content teams fall into these structures.

STARTUP/SMALL BUSINESS

Many small businesses don't have the budget for an entire content marketing team. Still, having just one person focusing on content can make a large impact.

In a single-person structure, one person might take on all four primary roles – including content writing, editing and distribution. Alternatively, this person might have everyone in the company contribute to content marketing efforts, assuming the role of coordinator to ensure consistency and quality control.

Fortunately, for the single-person structure, there are many tools and services available to help supplement missing roles:

WRITTEN CONTENT: Scripted, Contently, Writer Access

VISUAL CONTENT: Visual.ly, 99Designs, Canva

CONTENT PROMOTION: Zemanta, Outbrain, Taboola

CONTENT MEASUREMENT: SimpleReach, Atomic Reach, Moz, CrazyEgg

MID-SIZE BUSINESS

Companies at the lower end of mid-size might also have one person dedicated to content, but with the ability to have marketing employees contribute – similar to startups. Larger mid-sized companies may be able to have two to four team members dedicated to content marketing – one in each core role – or perhaps combining roles within a two-person team.

ENTERPRISE COMPANIES

Companies with bigger digital marketing budgets usually have the resources to build extensive content teams when needed. These teams may have multiple content and community managers. But typically, there will still be a single team leader – for example: an editor-in-chief, a lead content editor or a dedicated analytics role.

Regardless of the structure you choose, formalizing the organization of your content marketing team will help you create a more efficient strategy that consistently achieves your goals and objectives.



HOW TO STRUCTURE YOUR CONTENT TEAM, ACCORDING TO LINKEDIN'S JASON MILLER

Jason leads the content and social media marketing strategy for LinkedIn Marketing Solutions. Below he offers advice on how to structure a content team.

My advice is to structure your marketing team like a rock 'n' roll band, more specifically like KISS. I was flying home from seeing KISS play an epic show in Vegas and it hit me: these guys figured this out 40 years ago. Let me explain.

You have the four unique band members work together to deliver an amazing product; in this case, kick-ass rock 'n' roll music. Each band member has a unique individual role to fill, but more importantly, they are all perfectly in sync with one another. You can easily apply this to how you structure and set up your team.

In my book "Welcome to the Funnel," I talk about this in more detail, but here's the gist of what I mean.

1. PAUL STANLEY (SOCIAL MEDIA MANAGER)

The frontman of the group that sets the tone and the voice for the social media channels. Fueled by content and primed for engagement while also testing out new ideas.

2. GENE SIMMONS (THE CONTENT MARKETER)

Gene writes the bulk of the songs, sings the big hits and is widely regarded as an authority by playing the role as the God of Thunder. He's entertaining and edgy, but more importantly, he possesses some wicked business smarts. Your content marketing manager should have many of the same qualities.



EACH BAND MEMBER HAS A UNIQUE INDIVIDUAL ROLE TO FILL, BUT MORE IMPORTANTLY, THEY ARE ALL PERFECTLY IN SYNC WITH ONE ANOTHER. YOU CAN EASILY APPLY THIS TO HOW YOU STRUCTURE AND SET UP YOUR TEAM."



3. PETER CRISS (SEO MANAGER)

Just as the drummer lays the foundation for the band, your SEO manager should do the same for your content strategy. He's a full-on part of the band and does the basic keyword research and optimization so that the content has a fighting chance for effective ranking and optimal relevance.

4. ACE FREHLEY (DEMAND GENERATION)

The demand generation manager pulls it all together in the form of fully integrated marketing campaigns. He/she is fueled by content and manages the campaigns for maximum impact while also staying agile and improvising a mind-blowing solo on call.

5. DOC MCGHEE (PR)

KISS's manager guides this vision as the hottest band in the world. He's not singled out sitting in an office somewhere, but instead, he's embedded on tour with the band – just as your PR manager should be sitting with your marketing team to coordinate communication efforts with influencers and maintain a consistent message.

6. KISS ARMY (THE COMMUNITY MANAGER)

Like Seth Godin says, if you don't have somebody to consume your content, you don't have anything.

You can easily apply this to how you structure and set up your content marketing team. Each person in the team has an individual role that comes together to create a beautiful final product. For KISS, it's a record. For marketers, it's "Big Rock" content – content that has high value and can be repurposed and "sliced and diced" over and over again.

It's vital to break down the silos that SEO, social, content and demand generation currently sit in across many organizations and have them all sit together, collaborating effectively.



**INFLUENCER
INTERVIEW:
KELSEY MEYER**



Influence&CO.

Kelsey Meyer is President and Co-founder of Influence & Co. In this interview, Kelsey explains how to structure a content marketing team in the early days.

SCRIPTED: How is your content team structured and why?

KELSEY: When Influence & Co. employees say we practice what we preach, we sure mean it! We have account strategy, marketing, editorial and publication departments that all work simultaneously on client work and internal content.

In our process, the topic for each piece of content is fleshed out in a pitch meeting, which includes a lead from each department. It's then taken through the writing and editing phases. We take each piece through our editorial process twice, sometimes three times. If the article is going to an external outlet, someone from our publication team will approve it and make sure it aligns with that publication's specific guidelines. This is a process that we've perfected and streamlined for our clients, and we love it so much that we decided to execute it internally as well. And it's worked wonders for us.

SCRIPTED: What did your content team look like in the early days?

KELSEY: Because we're a content company at heart, our whole team was the content team in the early days. We started with me, my co-founder,

John Hall, a part-time content strategist and a part-time freelance writer/editor. We hired both of the part-time people on as full-time members within a few months, and they've been with us ever since. In the early days, there was a push toward quantity; now that we've scaled a bit more, we have the luxury of being able to push toward quantity and high quality at the same time.



...BECAUSE WE'RE A CONTENT COMPANY AT HEART, OUR WHOLE TEAM WAS THE CONTENT TEAM IN THE EARLY DAYS."

SCRIPTED: Why do you think it's important for a marketing team to have someone dedicated to content marketing?

KELSEY: While I don't think having one person "handle" content marketing alone is ideal – we actually published a blog post on why content isn't a one-woman show! – it is crucial to designate part of the team to coordinate and manage content initiatives. Publishing high-quality content from your company's employees is exponentially beneficial, both for the longevity of your brand and the manner in which you engage your audience.



Building your brand as a leader in your space doesn't come easily, and that's where content can serve as the vehicle to drive those initiatives. People work with people they trust, so having your CEO, VP of Marketing or other key leaders publish content and educate the community about solutions to common barriers, industry updates and helpful resources bridges the gap and builds that trust that brands so desperately need.

Our best suggestion is to have an in-house person on your marketing team focus on overall content strategy, then enlist the help of a company that specializes in the type of content you're looking for – whether that's video content, thought leadership content or social content – to help scale the amount of content you can produce.

SCRIPTED: What advice do you have for businesses just starting to build a content team?

KELSEY: Don't start writing until you have a strategy. There are so many companies that are writing three or four blog posts a week about the most random things because they've been told, "You have to do content." "Doing" content with no strategy is a waste of time and money. Start with a comprehensive content strategy and answer the "who" and "what" questions regarding what you need to accomplish your goals.



**DON'T START
WRITING UNTIL
YOU HAVE A
STRATEGY."**



CHAPTER FOUR

QUALITIES OF AN AWESOME CONTENT MANAGER

If there's one crucial role you need to run a content strategy, it's a content manager – no matter what the size of your company. In this chapter, you'll learn what specific qualities to look for in this important role.

QUALITY #1: UNDERSTANDS THE CONTENT MARKETING INDUSTRY

You wouldn't hire a financial manager who wasn't keeping up with the latest money management tools and tax codes. Content marketing requires someone with an agile

viewpoint who understands how content marketing intersects with traditional marketing and search engine marketing. This person should have a finger on the pulse of the industry at all times.

QUALITY #2: IDENTIFIES QUALITY CONTENT

Content managers should know good content when they see it. It is essential that a content manager has the ability to look at a piece of content and understand exactly what makes it great. This person should know how to understand an audience and the types of content it wants to consume, in addition to knowing how to engage readers. The ideal content manager also has the ability to draw learnings from content successes and failures to make the most efficient use of your resources.

QUALITY #3: METICULOUS EDITOR

Your content manager is one of the last people to sign off on content approvals in your company. It's essential that he/she have the editing and proofreading skills necessary to detect errors, make adjustments to the writing voice and make other changes that don't necessarily require a rewrite. When he/she can handle the fine details on a project, the rest of the team is free to focus on other parts of content creation and marketing.

QUALITY #4: INSPIRING LEADER

Leadership skills are important, too – you want a dynamic person leading your content team and efforts. A lack in these skills will result in an inefficient department and ultimately an ineffective strategy. You want someone who can lead by example not only within the company but also within the content marketing space.

QUALITY #5: CREATIVE & ENTHUSIASTIC

A content manager should be one of the most creative and enthusiastic people in your company. This person should have the energy to easily get the rest of the marketing team – and company – excited to rally around fun ideas.

INFLUENCER INTERVIEW:

LEE ODDEN

CEO/Founder of TopRankMarketing.com



In this interview, Lee reflects on how to build a content team using internal resources.

SCRIPTED: How is your content team structured and why?

LEE: For our agency, we run our content team as a distributed group. That means we have a director of content and no other dedicated writers besides myself, the CEO. All other contributions are from our team members, marketing partners and clients and crowdsourced from our community and industry influencers. We call that approach “participation marketing,” and it allows us to create a high quality of content at scale with participants incentivized to promote.

For our content marketing client engagements, we have an account manager, a content marketing lead,



**...WE HAVE
A DIRECTOR OF
CONTENT AND NO
OTHER DEDICATED
WRITERS BESIDES
MYSELF, THE CEO.”**

copywriters and supporting staff that range from SEO specialists to designers to social media specialists to analytics/CRO specialists.

SCRIPTED: What did your content marketing team look like in the early days?

LEE: For almost 10 years, it was pretty thin. Out of 3,600 posts on our blog, 2,800 of them were written by one person.



INFLUENCER INTERVIEW: CONTINUED

SCRIPTED: Why do you think it's important for a marketing team to have someone dedicated to content marketing?

LEE: A dedicated content marketer will serve as the driver for the brand objectives and messaging in content created internally and externally. For us, content *is* marketing – and customer service, recruiting and public relations. Content marketing is a strategic function and should have a leader to steer the brand in the right direction – from strategy to implementation to outsourcing to performance measurement and optimization.

SCRIPTED: What advice do you have for businesses just starting to build out a content team?

LEE: Make an effort to answer a few essential questions:

1. KNOW YOURSELF: Who are you (your brand), and what do you stand for? What differentiates you, and what is your unique selling proposition? What problems does your product/service solve for customers?

2. KNOW YOUR CUSTOMERS: What information problems can you solve for customers across the sales cycle? What questions do buyers have as they move from awareness to consideration to purchase?

Map customer needs to brand goals, and make answering those critical questions the genesis of your content marketing strategy. Hire someone who can develop and champion that strategy while being able to develop, outsource and manage content creation. Add resources as you grow from specialists such as SEO copywriters, designers, social content community managers and promotion specialists.



HIRE SOMEONE WHO CAN DEVELOP AND CHAMPION THAT STRATEGY WHILE BEING ABLE TO DEVELOP, OUTSOURCE AND MANAGE CONTENT CREATION.”



CHAPTER FIVE

HOW TO PITCH YOUR CONTENT STRATEGY TO YOUR BOSS

Now you're getting a sense of the importance of a content marketing team, but how do you convey that to your boss? Here's how you can craft a compelling pitch to get your boss on board.

STEP 1: BE PREPARED TO TEACH CONTENT MARKETING 101

Executives might have a misunderstanding that content marketing only applies to branded and sales-focused content – but as a marketing professional, you know that's not the case.

Be ready to explain to your boss that effective content marketing isn't about flooding your channels with promotional material regarding

your company. It's about educating consumers in your industry, improving brand awareness and driving organic business (more on this in Step 2). Have examples and case studies that show the importance of custom, quality content and audience engagement. We've included three here.



EVENTBRITE CASE STUDY [SCRIPTED]:

<http://scripted.com/cpt-resources/eventbrite-case-study/>



DEMAND RESULTS CASE STUDY [SCRIPTED]:

<http://scripted.com/cpt-resources/demand-results-case-study/>



ELOQUA CASE STUDY [CONTENT MARKETING INSTITUTE]:

http://www.contentmarketinginstitute.com/wp-content/uploads/2010/12/Eloqua_CMI_CaseStudy.pdf



STEP 2: EMPHASIZE ROI

Once your boss understands both the tactical and philosophical reasoning for employing a content marketing team to achieve your goals, it's time to dive into the specifics. Of course, increasing revenue and profit will be an important factor – and while that's the end goal for the company, there are other benefits that may interest your boss.

Consider the company's goals, and explain how content marketing can help you:

 <p>INCREASE BRAND AWARENESS</p>	 <p>INCREASE YOUR CONVERSION RATES</p>
 <p>POSITION YOUR COMPANY AS A THOUGHT LEADER</p>	 <p>IMPROVE CUSTOMER SERVICE AND CUSTOMER RETENTION</p>
 <p>BOOST THE NUMBERS OF QUALIFIED LEADS</p>	 <p>LOWER THE COST OF CUSTOMER ACQUISITION</p>

Make sure that every benefit you discuss is tied to a specific goal for your company. You can find quite a few industry resources, case studies, surveys and reports online, such as “B2B Content Marketing: 2015 Benchmarks, Budgets and Trends – North America” from Content Marketing Institute.



STEP 3: KNOW HOW TO FIELD OBJECTIONS

You're going to run up against some objections from your boss about implementing a new program. If you've presented a strong enough case, chances are the main objection will be about money.

Be ready to hear "we can't afford this" or "it's not in the budget," and know what you'll have to say to counter this assertion. If that's not enough, you can make an even stronger case by pointing out your ability to:

TAP INTERNAL RESOURCES. If you start with a dedicated content team of one, the rest of your company's staff can pitch in by contributing ideas, generating and sourcing content, and helping to distribute across their individual business channels.

USE A CONTENT WRITING SERVICE. If your boss is of the time-is-money persuasion, point out that much of the content marketing work can be outsourced to content writing services — saving your employees lots of time.

SAVE MORE MONEY. Even with a small investment, content marketing has the potential to effectively cut costs by driving organic traffic to your website.

With facts, figures and persuasive arguments on your side, you can convince your boss to give your content marketing team a shot.



ADVICE FROM A CONTENT INFLUENCER: **SOFIA QUINTERO**

Head of Growth at Geckoboard



 **GECKOBOARD**

In this interview, Sofia talks about building a content marketing team on her own.

SCRIPTED: What did your content marketing team look like in the early days?

SOFIA: It was just me. I was the first marketing hire at Geckoboard, and part of my job was to build the foundations of Geckoboard's content marketing strategy and generate our initial set of brand assets. I am now focused on building a team and scaling our efforts.

SCRIPTED: How is your content team structured now and why?

SOFIA: At Geckoboard, we work with a combination of in-house and freelance copywriters. We believe that building a strong network of talented writers can be a source of fresh perspectives. We also use Scripted to complement our content marketing efforts.

“

WE BELIEVE THAT BUILDING A STRONG NETWORK OF TALENTED WRITERS CAN BE A SOURCE OF FRESH PERSPECTIVES. WE ALSO USE SCRIPTED TO COMPLEMENT OUR CONTENT MARKETING EFFORTS. ”



CHAPTER SIX

HOW TO HIRE YOUR CONTENT MARKETING TEAM

Congratulations! You've developed your content marketing strategy and team structure, and you've pitched your vision to the executive level. Now that you have approval to build your team, let's focus on how to hire the positions you need.

CONTENT MANAGER

Finding the best content manager starts with getting the highest number of qualified applicants to apply. The easiest way to get your job description out to potential applicants is by posting on job search engine sites such as Indeed, Glassdoor and SimplyHired. Next, make sure to post it on LinkedIn (\$300 for 30 days) and target specific candidates with paid ads.

A more direct approach is to recruit within LinkedIn groups, network at marketing events and post on other content marketing websites and forums. For example – Inbound.org – a community website dedicated to inbound marketing professionals. Other recommended LinkedIn groups to join are the Content Marketing Institute Group, Content Marketing Academy by Kapost and Digital Marketing Group.

NATIONAL SALARY AVERAGE: \$62,930 (*Source: Glassdoor*)

CONTENT WRITER

Quality content writers aren't an accessory to your content marketing strategy – they're the heart of it, which is why it's important to hire only the best. Ed2010 and Mediabistro – two websites that educate and foster media communities – are great websites to submit a job posting because they cater to both the journalism and publishing worlds. Good writers can be hard to find, which is why they must demonstrate strong writing skills within the interview process. It's important to give candidates a writing test to experience their skills firsthand and understand their creative flow. Here are a few example questions you can ask them during an interview, too.



1. HOW DO YOU IDENTIFY A CREDIBLE SOURCE?

While blatantly making up facts, figures or sources is an obvious no-no, a content writer should be aware that not every source is as credible as the next.

2. WHAT IDEAS DO YOU HAVE FOR OUR BLOG?

A candidate should impress you with his/her ideas. This answer will also reflect the candidate's knowledge of your industry.

3. HOW DO YOU PROMOTE YOUR WRITING?

Promoting content is just as important as creating it. Content writers should be the first ones to promote their own work.

NATIONAL SALARY AVERAGE: \$32,240 ([Source: Glassdoor](#))

CONTENT EDITOR

As with the search for a content writer, Ed2010 and Mediabistro are great websites to help you find a content editor because of the audiences they reach. A content editor should have a background in copyediting, an eye for typos and be a ferocious grammar guru. An editing test is a must during this interview process to make sure the candidate has these skills.

NATIONAL SALARY AVERAGE: \$46,000 ([Source: Glassdoor](#))

HOW TO INCLUDE A CONTENT WRITING SERVICE

When resources are tight, a content writing service is a great tool to use to supplement your lack of in-house writers. Almost half of the companies surveyed in Content Marketing Institute's 2014 benchmark surveys are keeping their content creation efforts in-house while simultaneously outsourcing some work. There's no hard rule on when to turn to a content writing service because sometimes the decision isn't a result of your company size or budget. If you're considering using one – no matter how big your team is going to be – here's how it can help:

1. HELPS SCALE CONTENT INITIATIVES & VOLUME

Outsourcing to a content writing service allows marketers to reach a wider and more diverse group of writers to contribute to projects that are demanding. For example, when a content strategy calls for hundreds of blog posts, external writers are the best fit for the job.



2. GIVES YOUR IN-HOUSE WRITING TEAM TIME FOR CREATIVITY

Chances are your content marketing team members are living and breathing your product and industry each day. While it's important that they are well-versed in your industry, writing about the same topics over and over can wear down your in-house writing team. Let your in-house writers spend time pursuing longer and more creative projects while outsourcing evergreen and industry news to a content writing service.

3. ELIMINATES TIME SPENT MANAGING

Managing a team of writers is a full-time job. It's no secret that the fewer in-house writers you have, the less time a content manager will spend managing. If you only have one or two people in charge of your content efforts, an external resource can be very helpful and give them an opportunity to focus on strategy, distribution and more.

4. YOU CAN FOCUS ON WHAT WORKS & REFINE WHAT DOESN'T

If you're not reaching your content goals, it's time to re-evaluate whether your strategy is working or not. This evaluation should be done by your in-house content marketing team. It's easier for them to brainstorm new ideas when they're alleviated from having to focus on creating large volumes of writing.



INFLUENCER INTERVIEW: ZACK ONISKO & JOSH JOHNSON OF CREATIVE MARKET



*Zack Onisko,
Head of Growth & Marketing*



*Josh Johnson,
Inbound Marketing Manager*

In this interview, Zack and Josh talk about using a content writing service in their content strategy.

SCRIPTED: How is your content team structured and why?

ZACK & JOSH: At Creative Market, we have an inbound content manager, a community manager and an editor all working on content together. They operate inside of a larger growth team, which is focused on all inbound and outbound marketing activities.

SCRIPTED: What did your team look like in the early days?

ZACK & JOSH: We started out with a single writer on the team. She was responsible for all posts on our blog, social and beyond. She was amazing at her job, but there's only so much a human can produce independently. As we increased the volume and cadence of our content strategy, her role evolved into more of an editor role as we began working with writers from Scripted and building out a team of writers from our community.



**WE STARTED
OUT WITH A
SINGLE WRITER
ON THE TEAM.”**

SCRIPTED: What advice do you have for businesses just starting out in building a content team?

ZACK & JOSH: Your content can never be an afterthought. It's so easy to wait until the last minute and push out sub-par content, but it does more harm than good for your brand. Content marketing is only worthwhile if you're willing to put forth the time and effort that it takes to put together a long-term editorial calendar that accomplishes a clear and concise set of goals. Always ask yourself exactly what it is that you want from each piece of content, and make informed decisions on how to make that happen.



THE ULTIMATE GUIDE TO BUILDING A CONTENT TEAM FINAL THOUGHTS

As you can see, there isn't a straightforward blueprint to follow when it comes to building a content marketing team, and that's OK. What works for some brands might not make sense for others. The important thing is to have at least one person dedicated to managing a content strategy and in charge of your content creation efforts. If you don't have this, pursuing a content marketing strategy will be a waste of time. Building a team is the first step to content marketing success — you won't be disappointed once you start.

