

Managing the Content Avalanche

klyck.io

Table of Contents

The Oncoming Avalanche	3
Supply & Demand 101	5
The Role of Content Management	7
Top Tips for Managing the Avalanche	9
Customize Your Content Library	10
Conduct Regular Content Audits	12
Improve Your Content Strategies with Analytics	13
Conclusions	14

The Oncoming Avalanche

Digital content is quickly dominating traditional marketing as marketers around the world realize the value of digital content for bringing their products and brands to life.

In the inbound sales and marketing environment, content is now used at every step of the sales funnel, and content creators are producing at an exponential rate. This is creating an avalanche of content and many new challenges for organizations and their teams.



92%


Of B2B respondents are producing more content today than 2 years ago.

20%

Of B2B companies feel that they're effective at managing their content.

60%

Of B2B content goes completely unused.



Unsurprisingly, 100% of marketing leaders believe that internal and external facing digital content is valuable for meeting their business objectives.

([Accenture Digital](#), 2016)

Supply & Demand 101

Companies around the globe are embracing content at every step of the sales funnel, and there is a fierce demand for this essential marketing tool.

The sales funnel consists of the stages a customer goes through leading up to the final purchase, and it's a marketer's job to provide fuel to move them along the funnel. Each step of the sales funnel requires different types of content, tailored to the specific needs of the audience. However, the current lack of insights make it difficult for marketers to create the right content, for the right people, at the right time.

60%

Of B2B marketers reported that the greatest challenge of 2016 was producing engaging content.

57%

Agree that the biggest 2017 challenge is measuring content effectiveness and *consistently* producing content.

65%

Of marketers struggle when it comes to understanding which types of content are effective and which aren't.

Supply & Demand 101

Additionally, marketers are feeling the effects of today's demanding content lifecycle. 81% state that their organizations are producing moderate or enormous amounts of digital assets, which is more content than they can effectively manage ([Accenture Digital](#), 2016).



When organizations are striving to keep up with the high demand for content they begin to create without control. Individual teams work in silos, creating their own messages and distributing content without documented strategies or objectives. Leading to disorganization, inefficiency, and chaos.

Marketers are struggling to keep up with the massive, unstoppable, avalanche of content – how can content management help?

The Role of Content Management

When a group of marketers was asked: *“What would put your organization on a path to success for content management and production?”* They replied in favor of

- Integration of technology, tools, and processes
- A clear strategy for content management
- Increased coordination across departments
- Improved content publishing and delivery
- Digital asset archiving, tagging, and retrieval

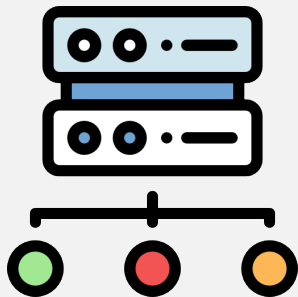
(Accenture Digital, 2016)

This list demonstrates that there is no singular fix for mastering content. Instead, organizations must reflect on their content strategies, processes, and results. And, if the size and scale of content creation and distribution is too great then they should invest in a content management solution.



The Role of Content Management

Content management is a mobile library for your content, hosting all of your sales and marketing assets in one convenient location. It is a combination of analytics, collaboration, organization, and mobility of content, with the goal of improving engagements with prospects, customers, employees, and partners.



A content management solution (CMS) is the connection between the huge supply of content and the growing demand for more. It allows marketing to quickly distribute content to sales teams around the world, and it allows sales professionals to conveniently access their content without any hassle.

Valuable analytics tracked in a CMS allow marketers to identify areas of content demand, streamline their production processes, and successfully allocate resources.

Top Tips for Managing the Avalanche

The barriers to mastering digital content supply and demand extend beyond simply implementing a software solution. Given how necessary content is to a company's survival, managing this valuable resource is an important task.

Through our experience and research we have established three best practices for effectively managing the avalanche of content with the help of a content management platform.

1

Customize your content library

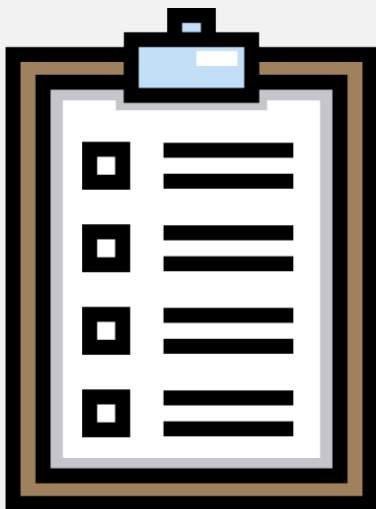
2

Conduct regular content audits

3

Improve your content strategy with analytics

Customize Your Content Library



01

Customizing your content library according to your preferences and needs, will improve utilization and user experience. It's important to include custom categories, tags, filters, and favorites, allowing you to organize your assets in a way that will increase utilization.

Creating playlists is another terrific way of organizing assets based upon industry, application, or customer persona. For example, you can create playlists for a specific buyers based on their marketing attributes, problem-identification, and product needs.

Customize Your Content Library

When communicating with customers in the field it is vital for sales professionals to be able to find the best content. Categories such as 'recently added' and 'most popular' can help your sales team to find content on the go.

A customized library helps you to deliver content that creates superior customer experiences, drives revenue, and brings your brand to life.

01

A great resource, offered by best-in-class content management solutions, is recommendations. Similar to the popular entertainment site Netflix, this tool recommends content based upon previous user activity. For example, "You used Asset X successfully with Buyer Persona A, we recommend you follow up with Asset Y".



Conduct Regular Content Audits

Depending on the size of your library, you should conduct periodic content audits. The basic premise of an audit is to review all of your content. This will help you to uncover valuable content assets that have been underutilized, update old assets, reformat or repurpose assets, and simply remove disappointing assets.

Audits also enable marketers to categorize their content by format, channel, buyer persona, etc. identifying key opportunities and gaps in real time.

02

Marketers can stay on top of new trends, predict buyer needs, shifts in personas, and automatically adjust their strategies to achieve success.

Ultimately, these audits ensure the effectiveness of your system, and serve as the foundation for future content production.



Improve Your Content Strategies with Analytics

Content analytics are a marketer's best friend. They prove the return on investment from marketing activities, serve as the foundation for the best editorial strategies, and provide key insights in the effectiveness of assets. Ultimately, they enable marketing to gain control over the avalanche of content.

Valuable analytical insights include: what content is most impactful for driving sales conversions, what content your buyers shared or consumed the most, and real time feedback from sales professionals.

03

When you don't understand your audience, you create a disconnect between your content and your customers. This is why it's paramount to track and monitor content usage allowing your marketing team to tailor the content supply to the demands of the audience.

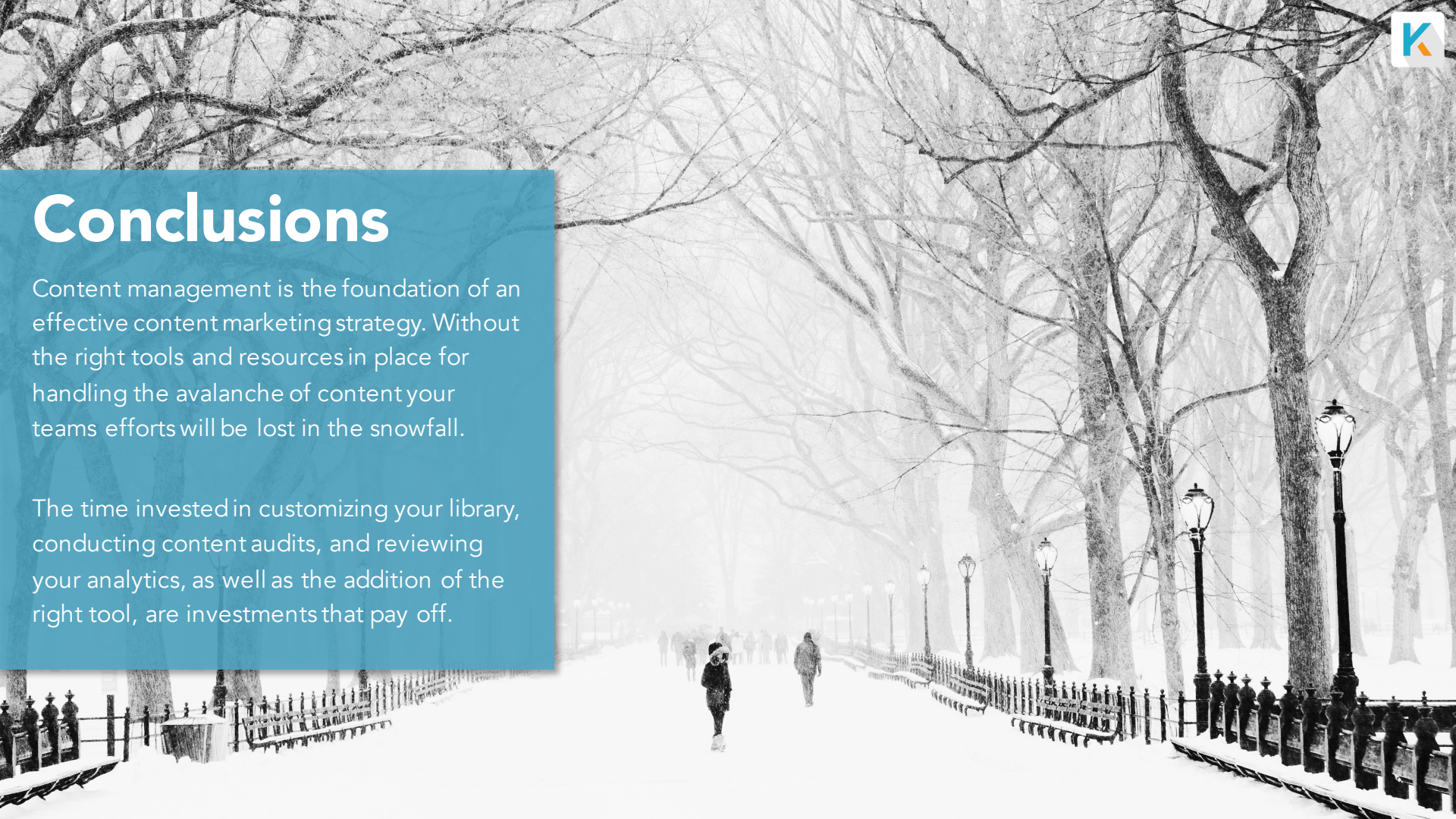
Additionally, analytics make it easy to connect marketing activities back to revenue. Marketers can use these metrics to prove the success of their content, secure larger budgets, and grow their teams.



Conclusions

Content management is the foundation of an effective content marketing strategy. Without the right tools and resources in place for handling the avalanche of content your team's efforts will be lost in the snowfall.

The time invested in customizing your library, conducting content audits, and reviewing your analytics, as well as the addition of the right tool, are investments that pay off.



References

- Accenture Digital (2016). [*Content: the H2O of marketing*](#). Accenture.
- Content Marketing Institute (2016). [*B2B content marketing: 2016 benchmarks, budgets, and trends – North America*](#). Content Marketing Institute.
- Geier, R. (2017). [*How to create content for the technical B2B buyer*](#). Content Marketing Institute.
- Lillian, J. (2013). [*Summit 2013 highlights: Inciting a B2B content revolution*](#). Sirius Decisions.
- Odden, L. (2016). [*140 B2B content marketing statistics for 2016 strategy planning*](#). Top Rank Marketing Blog.
- Spary, R. (2016). [*5 digital content management lessons from Netflix*](#). WHUT Inc.
- Travis, T., Berkowitz, T., & Bharaj, G. (2016). [*Market guide for digital content management for sales*](#). Gartner.

What is klyck.io?

Klyck is well-respected Canadian company with satisfied customers in over 30 countries around the world. Our customers have benefited from our unique value proposition as a provider of an innovative sales content management solution built for manufacturing companies.

Klyck is empowering the next generation of sales professionals, by providing unprecedented visibility and insight throughout the entire sales process. We enable sales and marketing executives to engage with customers across all channels and devices – from a single platform – providing accountability and measurement. Klyck offers next-generation analytics, ensuring that the right message reaches the right person at the right time, increasing sales and customer success.



Interested in learning more?

Contact us at sales@klyck.io or
reach us by phone at 416-304-9488

