

Supercharge Your Content

AND Save Time and Money



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1.0

Your Content Strategy



Failing to Plan...

You know what they say – failing to plan is planning to fail and this couldn't be a more accurate statement when it comes to your content strategy.

Being consistent with your content production schedule is a no-brainer, but have you got the tools and structures in place to ensure you've got a slick system that ticks over accordingly?

Outdated and unsuited content management structures can cost your business when it comes to time, effort and budget.

Using the right resources and designating efforts in all the right places can give your business the edge it needs when it comes to creating killer content that packs a mean punch.

- We'll examine a typical traditional content structure and break down the time it takes to keep on top of your content marketing output.
- Find out how to develop a consistent approach when it comes to content.
- Take a look at how to develop content for your business blog.
- Manage your content creation across social channels like LinkedIn, Facebook, Instagram and Twitter.
- Use strategies and intelligent insight for SEO optimization.
- How to use analytics and tools that drive faster content.



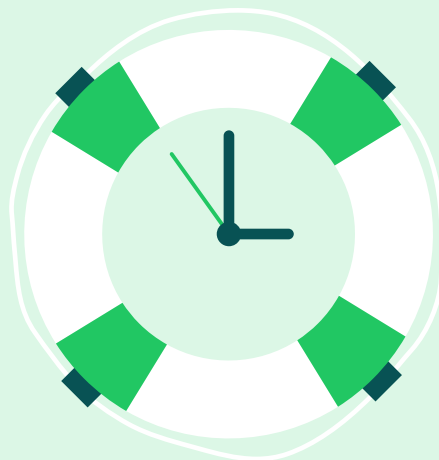
Visualize being able to pull together Content Scheduling, Publishing, Analytics, Task Management, and much more to keep your content strategy running smoothly.

Like the sound of that?

We'll show you how a Marketing Dashboard can give you tips and tools to nail your content strategy and time management approach.

Boost your efficiency, productivity and the overall effectiveness of your campaign with Lately's content tools.

Outdated and unsuited content management structures can cost your business when it comes to time, effort and budget.



What is a Traditional Content Structure?

What's a standard content structure that sits within a business? There might not even be a concrete plan in place.

Usually you'll have people responsible for content sitting within a centralized marketing department who'll be the ones concerned with Planning, Drafting, Execution and Maintaining.

In an ideal world, what do Planning, Drafting, Execution and Maintaining involve?



Planning

Planning is all about trying to predict and create the best content for your audience. You'll need to think about audience personas, key messages, calls to action and the overall objectives for your content strategy.



Drafting

Drafting your potential posts, messaging and content involves making sure they provide value to your audience and making sure that content sits well within your brand identity.



Execution

Executing your marketing campaigns effectively means that content is an integral part of your strategy and you can do this by organizing and delivering relevant content that your audiences will relate to.



Maintaining

Maintaining your content strategy means closely monitoring the success of your content and spotting trends in analytics and responses so you can keep on enhancing.



Overall Time Breakdown (From Research)

Organizing a seamless content strategy, without a marketing dashboard, can take up a lot of time, resources and productivity. You'll be spinning dozens of plates at once, often needing to use lots of different software packages to create, schedule and monitor your posts.

You might only have one person in your team that's responsible for overarching content strategy, which means they need to keep an eye on lots of different elements, all at once.

As we've mentioned, content obviously isn't just about writing a short article, but new businesses might not be savvy to what a content strategy involves and how much time you need to allocate to it.





Let's look at a time breakdown:

Most marketers say it takes an average of one to six hours to create a piece of content. This means that marketers spend up to 6 hours on:

- Brainstorming
- Researching and understanding their audience
- Creating and structuring the content
- Posting... BOOM

If you work a 9–5 day you would only complete 1.3 pieces of content. That doesn't sound very efficient.

And the annual salaries of a team involved in a traditional content strategy can be pretty big too:

Annual Salaries of a Content Strategy Team

Position (Years of Experience)	Small Firms		Large Firms	
	LOW	HIGH	LOW	HIGH
Chief Marketing Officer	\$82,297	\$316,117	\$82,297	\$316,117
VP of Marketing	–	–	\$87,018	\$223,626
Marketing Communications Specialist	–	–	\$40,857	\$98,201
SEO/SEM Specialist (4+)	\$26,245	\$76,227	\$73,500	\$102,750
Content Manager	\$39,394	\$101,481	\$66,000	\$90,250
Copywriter/Editor	–	–	\$77,500	\$109,750
Social Media Manager	\$40,857	\$98,201	\$68,250	\$93,500
Web Analytics Specialist (3+)	–	–	\$81,750	\$111,250
Marketing Analytics Specialist (3+)	\$34,183	\$67,805	\$74,750	\$102,250
Total	\$229,976	\$659,831	\$651,922	\$1,247,694

*Note that the numbers above are all average salaries and you might find variation across the board for a full In-House marketing team. Other additional costs will probably involve benefits and bonus schemes to keep your team happy too!

If you work a 9-5 day you would only complete 1.3 pieces of content. That doesn't sound very efficient.

Developing Consistency In Your Content Approach

If your content approach isn't consistent then you won't be taking advantage of all the opportunities for you to connect with your audience and create meaningful touch points.

Pumping out any old content into the world, every now and then isn't good enough when your business will be facing significant competition from elsewhere and other brands that are on top of their content game.

60% of marketers create at least one piece of content each day.

Stepping up your content strategy means that consistency is key:

- Set overall campaign goals and craft your objectives, audience personas, content formats, and promotion tactics around them.
- Create a content bank, so you can store all of your content, keep track of it, collect data and capture insights. You'll be able to search through content and come up with new related ideas that build off older pieces.
- Build an editorial calendar, so you can schedule posts, pinpoint trends and invite others to share ideas. This will help you streamline and become more efficient. You'll spot patterns with your posting and can micromanage your impact.
- You'll need to amplify your content and ensure you're promoting it strategically. Don't just post content and wait for a reaction, have processes in place and start distributing on the right platforms and to the right audiences.

By being consistent, you become more recognizable, trustworthy, and reliable to your audience. It will allow you to create and maintain a relationship with potential or current customers.

Here's where Lately comes in and just a FEW of the features that can help with consistency:



Goal Reminders

Identify goals and track progress to help keep your entire team, content and strategy focused on clearly defined outcomes.



Content Library

Instantly store and organize all the content you create for easy reference and reuse. Search by keyword or phrase and sort.



Marketing Calendar

Coordinate your social media and email marketing with conferences, webinars, PR and more.



Bulk Scheduler

Automatically bulk-schedule multiple social media posts to publish out over daily, weekly or monthly intervals in seconds.



Social Post Autogenerator

Repurpose blogs, press releases, newsletters and all of your other evergreen content into dozens of pre-hashtagged and pre-shortlinked social media posts.



**By being
consistent, you
become more
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reliable to your
audience.**

2.0

Content Optimization



Blog Content Development

The top content marketing strategy for 53% of marketers is blogging. Further, 66% of marketers noted that they use blogs in their social media content.

Unfortunately, you can't wave a magic wand and have thousands of blog followers overnight, who hang on to every one of your carefully crafted words.

Building a successful blog content strategy takes time to develop, but it is possible. Blogs can lead to an ROI improvement, but just having one doesn't guarantee you ROI. It's also a good reputation builder and gives you the chance to build a bit of authority around your favored topics and industries.

A successful blog is about constantly tweaking and improving your offering so you're giving your audience what they want to hear at the right times.

- What are your blog content goals? Improving conversions? Educating your audience? World domination? Define your audience personas, work out what your audience wants and target these variables with your content.
- Sort out how much time you're anticipating needs to be spent on your blog and allocate the right personnel and resources. Planning, Drafting, Execution and Maintenance will take up time, so prepare properly.
- Once you've written your blog content – prepare to amplify and market it so people actually read it! Focus more of your budget and time on higher-quality, top-performing content.
- Who are your core audience and where do they hang out online? Focus on creating content that does well on these platforms and plan your topics.
- Come up with relevant blog content that educates and entertains. Genuinely useful content will add value and provide actionable solutions. Show your industry knowledge and improve brand awareness.
- Attach relevant photos or videos to your blog posts. Blog articles with photos attached get 94% more views.

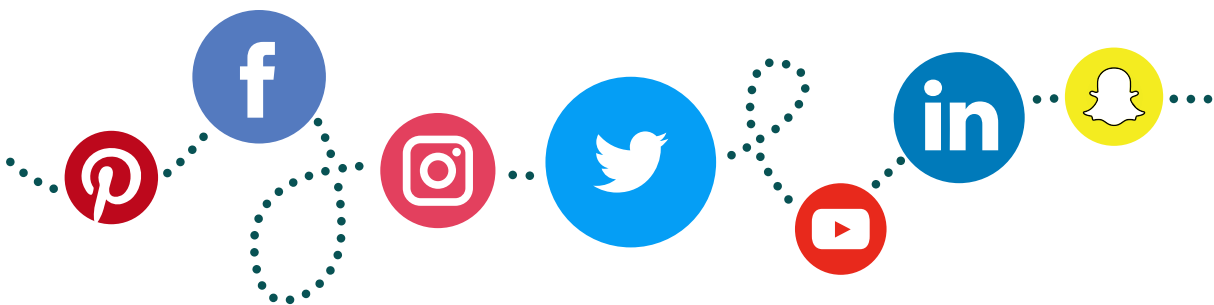
Social Media Channels

There are lots of social media channels out there and deciding on the right ones to position your business on is key. Look at your audience and your audience personas to gauge where they tend to congregate and visit online.

Depending on the industry you work in, some channels will be more effective for the type of content you want to create than others. It's also worth concentrating more budget and resources into the best channels for your business rather than spreading yourself thinly across several.

A few of the channels that are particularly popular and where content can thrive are Facebook, LinkedIn, Instagram and Twitter. We're pretty sure you've heard of one or two of them!

According to the State of Social 2018, "96% of marketers use Facebook, 89% use Twitter, 70% use LinkedIn 70% use Instagram, 33% use Pinterest, and 11% use Snapchat." Some marketers have a difficult time deciding which platform to prioritize. Know your audience! It is important to research what social media platforms your audience routinely use.



In what ways can a marketing dashboard like Lately help you smash your social content strategy?



Multi-Channel Publisher

Create and publish social media content by piece or in bulk across popular channels such as Twitter, Facebook, LinkedIn and Instagram – all from a single login. You can clone posts for channels, preview how posts and attachments will look before publishing, publish direct or submit for approvals.



Social Media Channel Setup

Organize all of your social media channel namespace titles, URLs and profile messaging in Lately. Boost privacy and identify administrative managers and password systems to prevent legacy knowledge-loss and to onboard new team members in seconds.



Influencer Analyzer

Automatically identify and rank your most valuable social media followers so you know who to target in order to leverage your reach.



Social Profile Editor

Update all of your social media profile messaging, logos and header images and publish changes all from one place.



Multi-Dashboard Publisher

Create, schedule and publish social content across multiple dashboards and the channels associated with them from a single “Super Dashboard.” Instant and easy.

A marketing dashboard can streamline your processes and collapse lots of tasks into one place. Instead of using a range of different software packages – an effective dashboard will be able to do the work of lots of different products and boost privacy. And we’ve got heaps more features that can help you to build an audience and following across channels.

Attach relevant photos or videos to your blog posts. Blogs with photos attached get 94% more views.



The top content marketing strategy for 53% of marketers is blogging.

SEO Optimization Approach

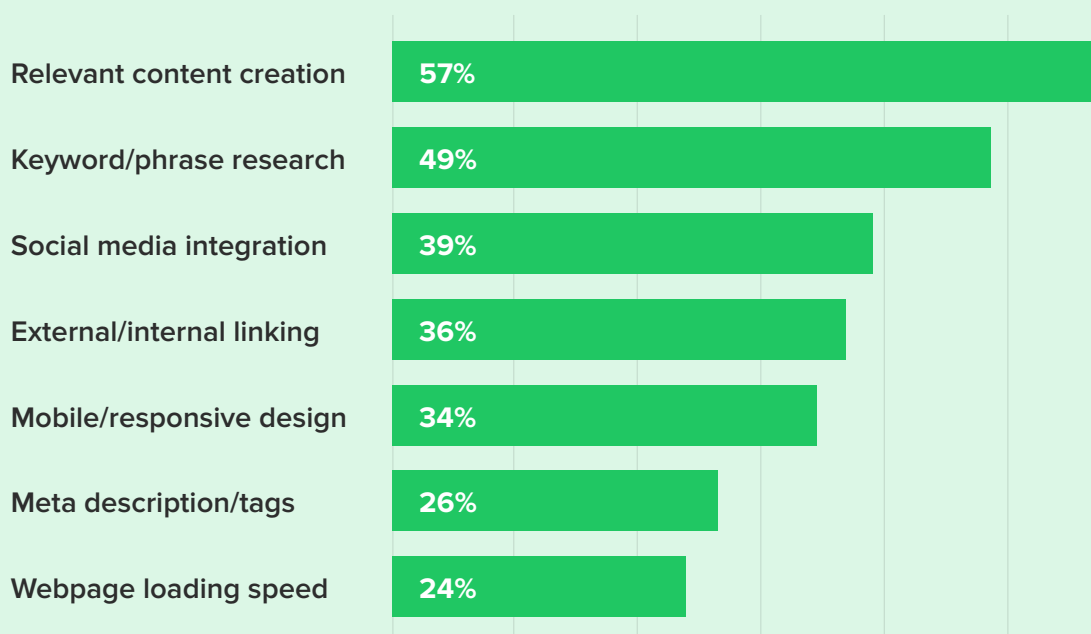
A big part of a successful content strategy is SEO optimization. When you're creating content, SEO should always be guiding your strategy and format. This is how your audience will see your content more frequently and easily.

Try doing a content audit from the past year using Google Analytics. This can help you to identify key SEO metrics that might have affected the success of your past content. These can help to inform your strategy going forward – what's popular, what's worth repeating?

The editorial planning for your content strategy can be based on your keyword research process. You should be collecting and mapping keywords and categorizing them to help you spot trends and create the most optimized content.

The most effective SEO tactics are shown on the chart below:

Most Effective SEO Tactics used to achieve important goals



How can Lately help optimize your content for SEO?



Key Messaging Guide

Organize and store all of your most important Keywords, taglines, hashtags and more in one place. This keeps your team on brand and using the right terms and keywords in your content for SEO purposes. We'll instantly check what you write for consistency as you write it too, so you're not going off message.



Campaign Tags & Filters

Identify and tag campaigns with names, colors and a brief description and then filter any Dashboard by Campaign Tag so it's easy to focus, compare or contrast between campaigns and check metrics.



Links Manager

Automatically organize and store all of the links and short links you use regularly in content or to cross-promote with easy reference. You can share and reuse links that were associated with different campaigns.



Consistency Scanner

Audit the effectiveness of your keywords, namespaces, messaging and design across your website homepage and social media profiles in just .6 seconds. Zoom!

When you're creating content, SEO should always be guiding your strategy and format.

Analytics that Drive Faster Content

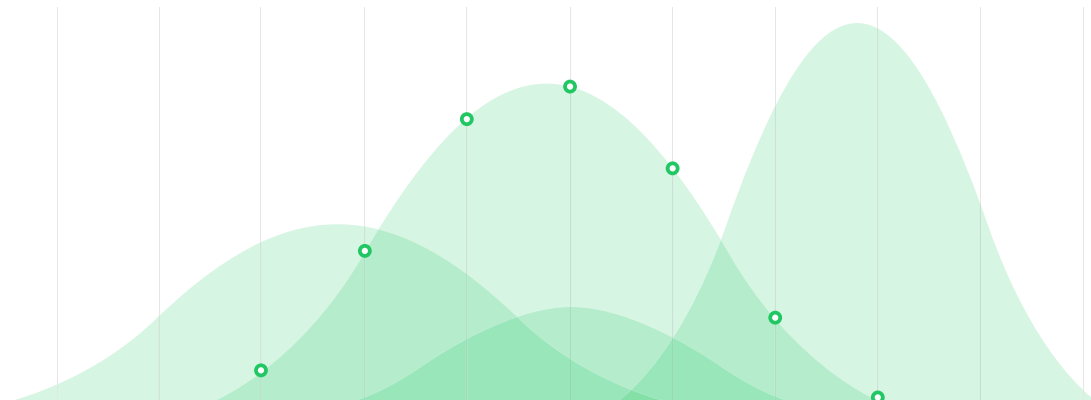
Content marketing must be data driven. Measuring traffic, engagement rates, conversions and more will help you determine how effective your content marketing is. With the right tools, you'll be able to strengthen or all together change parts of your marketing strategy.

Marketers can improve their consumer reach by knowing basic, but helpful content marketing logistics, such as:

- Posting content in the morning results in more engagement
- Boosting posts is more effective in the afternoon
- Creating angry and worrying content in the morning results in higher engagement

Lately makes it simple and completely carefree to toggle between your marketing campaigns and have centralized access to all of your content insights, analytics and metrics. This helps you to improve your content over time and keep delivering what your audience enjoys.

Another massive part of good content marketing strategy is to use a dashboard and workflows that let you listen to your customers, team members and readers. Content ideas can come from collaboration, so being able to have a system that enables transparency and clear comments helps you to grow and improve.



Guess what, Lately's got more than a few helpful features to help you monitor and tweak your content.



Dashboard Comparisons

Create reports and cross-compare analytics across multiple dashboards, brands, locations, franchisee or client from a single "Super Dashboard."



Report Generator

Understand how your content's being received with customizable, automatically-generated reports that let you know what's working, what's not and why with bespoke insights and tips to improve.



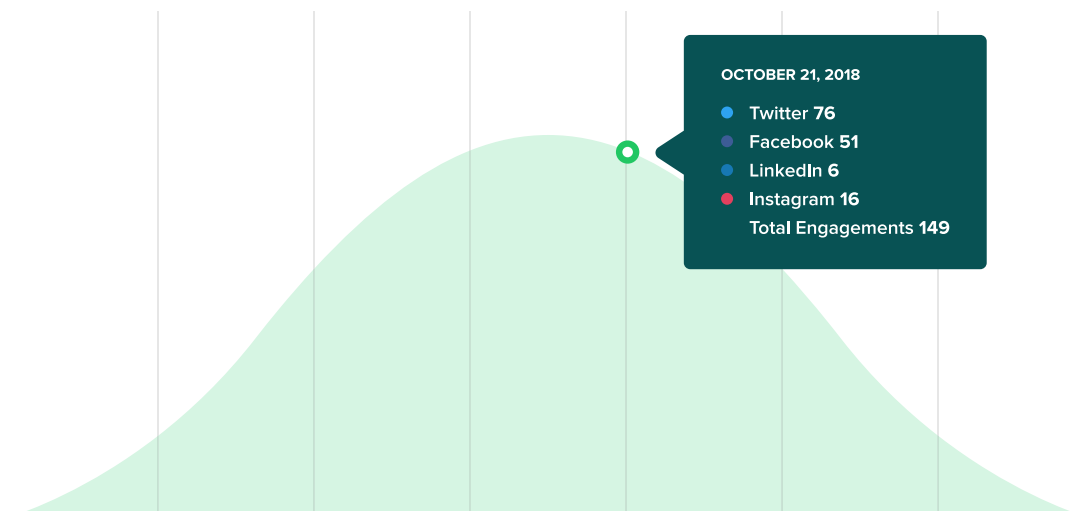
Omni-Analytics

View analytics across all of your social channels and your website in a single, whole-picture view, so you can see which content is performing well. Click through any data point to see the content published that day and analytic detail.



Campaign Dossier

Automatically collate and look across your entire campaign, including content, tasks, files, graphics, associated contacts, design elements and more, in one click.



Cut Your Content Strategy Costs with Lately and Boost Success

The costs of content creation/editing and marketing what you've produced can add up quickly and the amount of people involved can too.

Lately offers a brilliant solution. With your own centralized marketing dashboard suite, you can help your team to easily toggle between campaigns and oversee the content process to ensure consistency and best practice.

Your smart dashboard can take care of scheduled posts, content generation and scan all your social media channels to ensure consistency across the board and that your messaging is having an impact.

With a few clicks you can drastically change your content strategy:

- Content Writers can spend more time researching topics and creating, rather than scheduling and management.
- Social Media Manager and Specialist roles can be collapsed into one role with a centralized dashboard.
- Your team can all work within one dashboard, so they can be trained on the same software.
- If anyone is away then the rest of the team can quickly see the overall content strategy and what has been assigned.
- Dashboards are simple to use with easy user design, so new employees and content professionals can get to grips quickly.
- Content management is carried out within Lately, which means you don't have to toggle between lots of different software packages to find data, ending up confused.
- Analytics specialists can easily access social media and web analytics where content is posted and deliver insights.

Know your audience! It's super important to research what social media platforms your audience routinely use.



Key Takeaways

Using a marketing dashboard like Lately to help create a killer content strategy can help to instantly improve your campaigns.

Campaign confusion is easy when you have lots of different team members working across each other on different content. Brand messaging can get mixed up, there's a lack of accountability and miscommunication can soon follow!

A marketing dashboard pulls your team together into one place and everyone can see a centralized content strategy and sign from the same hymn book.

Your business will have more control over your campaigns, create better, more useful content for your audiences and you can track and monitor success.

Futureproof your content campaigns and have new features at your fingertips to enhance your content creation and social media management.

In a dynamic digital space, dashboards are able to cut through the clutter and help you see clearly.

Start a FREE trial now and learn more about what Lately can do for your business.

START A FREE TRIAL

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