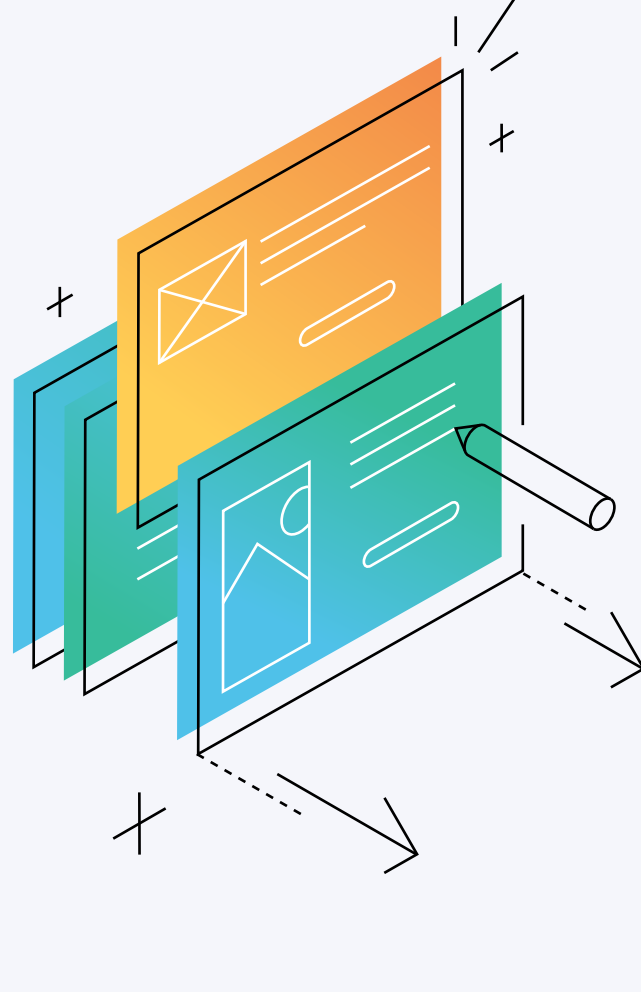


How to Make Good Content: 6 Ways Forward



of B2B marketers said that it is unclear within their organization what an effective or successful content marketing program looks like.

Source: Content Marketing Institute and MarketingProfs

1 Inventory What You Have

Do you actually know what types of content you have available? Until you do a full and detailed content audit, you can't effectively move forward. Make a list, mindful of objective, messaging, taxonomy and purpose so you can identify knowledge gaps later.



of content marketers never complete a content audit.

Source: Curata

2 Avoid "Content Bling"

Invest in strong pillar assets and once you have a pillar, optimize its value by repurposing it into multiple other assets. From blogs to landing pages, emails to web content, social media and executive bylines, milk your content for all it's worth before creating the next one.



of leading marketers systematically reuse and repurpose content.

Source: Curata

3 Tell a Cohesive—and Authentic—Story

Each asset should support an overarching organizational message. Make sure what you're saying makes sense not only in relation to your organization's history, but also in light of your ability to execute.



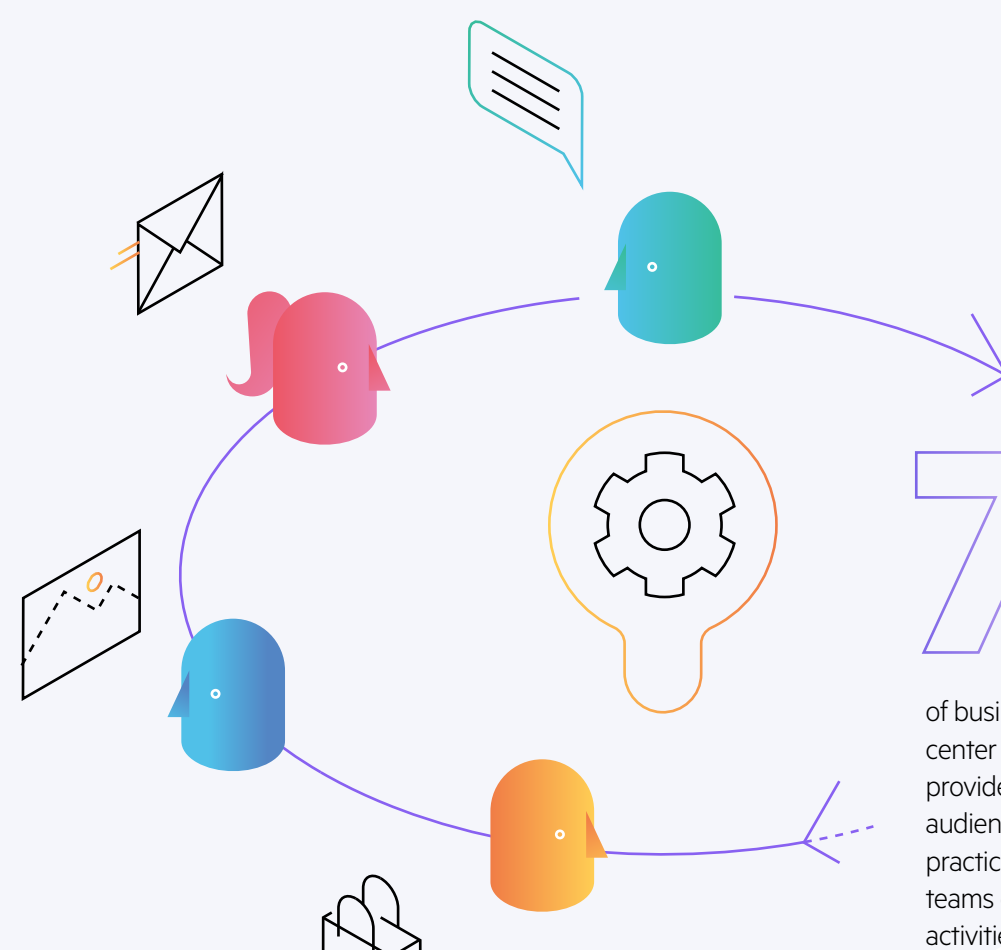
of the most effective B2B marketers have a documented editorial mission statement as part of their content strategy.

Source: Content Marketing Institute



4 Communicate Across Teams

Be sure each functional or product team isn't creating content in silos. Coordinate across teams so your customer messages sound like they're coming from one organization, an organization that's trustworthy and presents content like it has its act together.



of business bloggers have some type of center of excellence team—i.e., a team that provides a blogging code of conduct, audience engagement guidelines, best practices and guidance to help internal teams execute their own blogging activities.

Source: Curata

5 Use Quantitative and Qualitative Testing

You should be continually testing because preferences change, especially as you target new personas and introduce new products. And a key to good content is not only to test how your produced content performs once it's created, you need to likewise optimize the content process to ensure you're improving how you produce content over time.

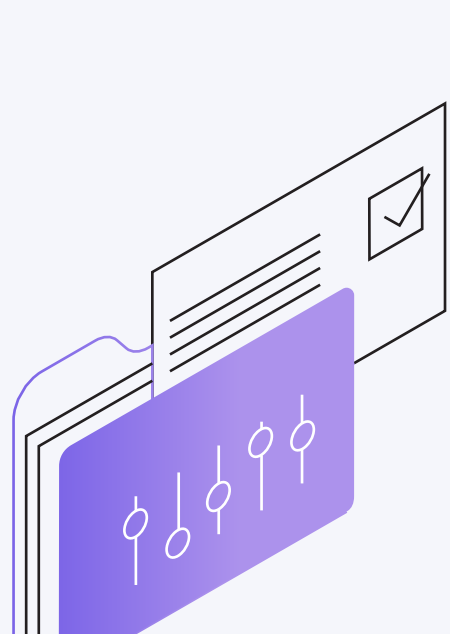


of B2B content marketers find measuring content effectiveness a major challenge.

Source: Content Marketing Institute

6 Push for the Right Technology

It's easy to make good content once; the trick is to do it again and again over time—and get it used. This takes organization, and organization takes some kind of centralized content repository. All your content needs to be kept in the same place, easily searchable with robust taxonomy, easily manageable with version control and easily retrievable.



of marketers use content marketing-specific software to manage their content workflow and distribution.

Source: Curata

About Progress

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