

Content Refresh

Creative Ideas to Reinvigorate a Content Marketing Plan

White
Paper

BOP DESIGN

Introduction

Whether it's an email newsletter, Facebook page or company blog, businesses are encouraged to create original content to promote their brand and increase revenue. If you've decided to take on the content challenge (and we're so glad you did), don't panic if months into the plan you find yourself at a loss of ideas. It's ok, even the most savvy marketers get writers block. Here are some tips to refresh stale content:



Guest Blogging Engage authors from other businesses whose writing you admire and ask them to contribute a piece to your audience. Think creatively and seek out professionals from other industries, while they may not compete in your market chances are they share similar challenges. For example, Therapy Changes is not a marketing firm, but we all need tips on [managing stress before a major meeting](#). Providing topic variety gives your readers a break from the everyday water cooler conversations.

Should My Content Be Sponsored?

Sponsored posts are controversial in the blogging world. While sponsored content is an opportunity to gain new ideas and revenue, often times it results in third party sales pitches without any real solutions or personality. If your company blog or newsletter is gaining consistent readership and considering sponsorship, here are some important questions to ask before starting an agreement:

- Will I still write the content or will it be submitted by the sponsor? Ultimately, your company should have final editing and posting rights to ensure an authentic voice.
- Is this company relevant to my readers? Have a clear definition of your demographics and turn down any writers that do not align.
- Will the exchange be financial or in-kind services for content? If the sponsor's content platforms also feature strong relevant readership, explore sharing ideas on their site.
- How often should I accept sponsors? While tempting to turn it into a weekly or monthly series, you don't want to lose the voice your readers originally subscribed for.
- How should I communicate to my readers that a post is sponsored? Including an introduction, byline or "sponsor" tag are common (and necessary) ways to remain transparent and abide Federal Trade Commission disclosure requirements.

Content Refresh Strategies



Don't be afraid of stumping your audience - sometimes the incorrect answers can reveal marketing and sales opportunities.

Break Down Silos The belief that all creative content should come out of one department is undermining the hidden talent among your staff. Seek out enthusiastic colleagues and ask them to contribute ideas and copy to the content calendar. Not only are you inviting new ideas, but also creating brand advocates within your office who will likely share their published work among their networks.

Let's Get Visual Not every post, report or blurb needs to be wordsmithed. In fact, your readers will appreciate the [limited characters](#) and [white space](#). With a content calendar in place, pinpoint a few articles that would be stronger as an [infographic](#). Articles rich in data benefit the most with this method, so don't be afraid to conduct some primary and secondary research.

Quiz the Audience Readers love giving feedback, but won't always take the time to craft a comment. Quick questionnaires and polls are a way to gauge reader education on a topic specific to your business. Don't be afraid of stumping your audience - sometimes the incorrect answers can reveal marketing and sales opportunities.

Address a Comment If your blog welcomes comments, don't shy away from challenging viewpoints. If you are finding a common theme in questions or feedback, take the time to construct a post answering the topic and show that your business is listening.

Look to Current Events Capitalize on conversations individuals are already engaged in by sharing your business's perspective. While being mindful of opposing views, offering professional insight and solutions can put a business in front of new markets. Relevant topics may include upcoming holidays, political news, social gatherings and new industry trends.

Employee Profiles Celebrate your colleagues by sharing a "day in the life" profile. Go beyond the CEO and interview employees in different disciplines such as manufacturing, sales, management, government affairs, analysts, support staff and more. Now your brand has a face and readers can better understand who helps create the end product.

Content Refresh Strategies

Publishing Platform Refresh

When starting a content marketing strategy, how you will publish is just as important as what you publish. Sometimes businesses rush the implementation step and do not conduct enough research into the appropriate vendor, resulting in an unprofessional design that lacks usability.

Every Bop Design website is built and customized using WordPress, a high functioning blogging and website software system. Included in WordPress are widgets and plug-ins, such as the newsletter function for users to create, send and track [professional email marketing campaigns](#). We believe visual communication is equally important as words on the page, and choosing the right publishing system factors into how memorable your brand is.

Invite Your Customer Let a satisfied customer sing your praises by featuring a client testimonial. Dig beyond the pull quote and interview them on common industry frustrations and how your business provided a solution.

Support Other Bloggers It's alright to admit that another writer said it better. Instead of trying to repurpose other businesses' content, quote their work and include the original link as a resource for your readers. By giving digital kudos, you're building online relationships that can grow into partnerships, referrals and increased business.

Top Tweets and Posts Have stronger social media channels? Conduct a regular roundup of favorite posts, updates and tweets from your followers linking back to their accounts. Additionally, find common themes from the week and construct a blog post based on social conversations.

Review a Resource Share a review of a recently attended industry event, educational webinar or professional development book as a way to encourage industry growth and position the company as a forward-thinking institution.

Sharable Content If you already have a strong content calendar, seek out other avenues to send a message. Don't rely solely on readers to share the news. Utilize relevant LinkedIn groups, Twitter chats, local media and industry newsletters. Target these outlets effectively to put your business as a thought leader in your industry.

As always, no matter how creative a content marketing plan is, effective planning and management will make a difference in return on investment and longevity. Revisit your goals and target audience on a regular basis to keep the conversation going. At Bop Design, we offer [content marketing](#) and [blog management](#) services to keep your story fresh.