



Content project – Getting together a dream team

Clients need help, creating strategic marketing content that feeds into different marketing services activities. Creating content has its own demands and requires different professionals to work together in a team to deliver optimum results. What does a content dream team look like?



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Marketing Xpertise... Delivered

Marketing Content is equivalent to currency in the changed world.

You need content in different forms to engage with your potential prospects and existing customers.

You need to engage on an ongoing basis to make sure that your sales teams always have stories to go to your prospects and customers.

To manage this ongoing need, you cannot be planning in a piecemeal manner. It needs to be managed by a professional project team. Who are the members of this content project dream team ?



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The content project – dream team

Project Manager

Subject Matter expert

Content team – Copy writers who understand your business

SEO expert

Web developer

Graphic Designer



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Project Manager

A Project Manager for Content ?

Like every project, this one needs to be managed as well. You cannot be planning to develop content, if and when you have the time to do so

What to look for?

Select someone who has the expertise, flexibility, planning, troubleshooting and management skills necessary to keep the project on time and on budget

You might also want to read [Conducting a messaging workshop](#). Here we give you tips on how you can conduct a messaging workshop to arrive at your messaging strategy



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Subject Matter experts

Ratifying the content in line with the industry demands?

You understand your domain and your solutions the best. So based on internet research, if your content team comes with unique pieces of content, you should have the capability on the team to validate and make sure that it is relevant for your business. Also with the domain knowledge, he can draw inferences further and enrich the content to make it more meaningful for your target audience

What to look for?

You may or may not have subject matter experts in-house. You can still contract with some external agencies, specialized in your domain. Their inputs will be vital to make sure that the content that you have developed is relevant for your target customers



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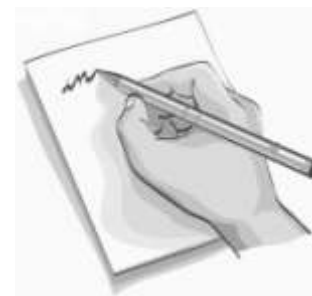
Content team - Copywriters

Copywriters ? – we aren't doing any media blitzkrieg

Your products and services are well understood by you, but when you write about them for mass consumption, the language needs to be really easy to understand and non-technical. When your team develops the content, you may never notice this, as you are never looking at the content from the view of a common man. Copywriters help you bring that neutrality and simplicity to your content

What to look for?

Copywriters who have done professional writing engagements in technical fields will be better choices than pure media savvy copywriters. For the latter, you might end up providing a lot of technical training, before they end up being useful for you.



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SEO Expert

Making your content landing pages search engine friendly

Most of the content propagation is aimed towards engaging meaningfully with your prospects and customers. While you design your landing and conversion pages, it will help to have on-board SEO experts, who can guide you with the linking strategy as well as the on-page SEO for the landing and conversion pages.

What to look for

It seems every agency and design firm offers programming and SEO services. But, not everyone is doing a good job at it. Before you partner with anyone, check his or her references, and be sure to visit the sites they've produced and promoted.



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Web Developer

Leveraging the web, the hub of all your activity

Most of the content propagation will point back at your website, which will have the necessary lead capture and marketing automation mechanisms built in. While you plan your content based campaigns, it will help if you have a web developer handy, who can help you with making sure that all the traffic and noise that you have created starts making sense and can be measured.

What to look for

Similar to SEO services, it is useful to check his or her references. If you are using specific paid marketing automation tools, make sure that your web developer has knowledge about using those tools effectively.



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Graphic Designer

What level of design talent is needed?

Content keeps audiences interested, but graphics pull them in. Good design keeps audiences engaged. It is useful to include graphical elements in your content that is suitable to your target audience and at the same time attractive enough to engage them.

What to look for:

Bring the right level of design talent to the team from the beginning and be sure the designer understands the project, timeline and project goals. It is about producing graphics and design that suit the content and the intended target audience.

You might also want to read [Planning for a content dashboard](#). Here we get down to detailed planning of how your content calendar should be planned



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More Reference info

[Assembling a Project “Dream Team” for Content Marketing](#)

[Assembling Your Content Marketing Dream Team](#)



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About Xenia Consulting

Xenia Consulting is a marketing services company focusing on helping companies manage demand generation in a unique way, that combines strategic content marketing programs & digital marketing enablement.



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