



Planning for a Content Dashboard

Content is being increasingly considered as marketing currency. It is used to engage and nurture suspects, prospects and customer relationships. Content written using professional writing services needs to be in-line with the messaging strategy and like any other project, needs to be planned well. Creating and regularly tracking a content dashboard is a good way to begin



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In-line with the messaging strategy

The content plan & dashboard needs to be in-line with the messaging strategy that you have finalized

You have already identified the messaging that will help you occupy that unique position in the market. Whatever you do with content should help you achieve this objective.

You might also want to read [Conducting a messaging workshop](#). Here's where we give you some simple tips to conduct a workshop to arrive at your messaging strategy



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The Content calendar

What to write & when – you need to identify broad topics that you will write about. Topics may support a topic that is already discussed & take it up in greater depth or might be completely new, supporting a theme. As far as possible redundancy and repetition should be avoided.

The frequency of the content propagation – Will you be communicating fresh content weekly, monthly. What are the demands of your campaign. What forms will your content take?– Content can take many forms – [Blogs](#), [ebooks](#), [white papers](#), [webinars](#), [web copy](#) etc.

Choose forms that can be easily consumed by your target market.



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The Content team

Who will contribute – get the content team in place. This will typically include copywriters, graphic designers, web developers . Content is all about [professional writing services](#)

Just writing content is not enough, understand what are the plans to leverage it. What [campaigns](#) will it be launched in. How long will the [campaigns](#) be used

You might also want to read [Content Project- Getting together a dream team](#). This document gives you tips of how you should be staffing your content team



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Forms of Content

What forms to write it in – *Content should be made available in a form that can be easily consumed by your target market.* Content can take many forms – [Blogs](#), [ebooks](#), [white papers](#), [webinars](#), [web copy](#) etc. Choose forms that can be easily consumed by your target market.

Content can and should be re-purposed to form new exciting forms of content (after all, every content piece has a limited life). After all the efforts you spent to generate one piece of content should give you handsome returns

You might also want to read [The art of repurposing and cross-promotions](#). Here we give you tips about how you can extend the life and efficacy of your content



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Content to create thought leadership

Content, when used *efficiently* and *consistently* helps in achieving *thought leadership*

Through the content that you provide, if your customers and prospects continually get intelligent insights, they will flock to consume your content and your company has an opportunity to be perceived as a thought leader in that field/industry



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More Reference info

[How to Put Together an Editorial Calendar for Content Marketing](#)

[Content is Marketing currency – by Adrath Albee](#)

[B2B Content Marketing workbook](#) by [Velocity partners](#)



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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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