



HOW TO SUCCEED AS A

CONTENT MARKETER

AN ESSENTIAL SKILLS CHECKLIST



Introduction

Over the past few years content marketing has evolved into a vital component of any effective digital marketing strategy. Over 46% of the world's population regularly uses the internet, with the average user spending over 20 hours online each week; an unmistakable indication that online content is being consumed more than ever before.

Whether it's a Tweet, an email newsletter or a YouTube video, we are immersed in content on a constant basis.

78% of CMOs believe custom content is the future of marketing within an organization.

Simply put, if an organization has a solid content strategy in place, they can set themselves up for significant business success.

Content marketing generates ROI

Content marketing adoption is increasing every year.

88% of B2B marketers and 76% of B2C marketers implemented content marketing in 2015.

These figures reveal the growing acknowledgment that content is more than king; it's the lynchpin for countless organizations' sales and marketing functions!

Thoughtfully created, strategically distributed content has the capacity to generate leads, drive sales and retain customers, by facilitating engagement with target audiences via their preferred channels and platforms.

For example, at the Digital Marketing Institute, when we started creating regular blog content that was:

- targeted at and tailored to specific customer personas
- included precise Calls To Action

We increased the amount of blog traffic that converted into quality leads by 263% in just one month!

Content marketers are in demand

As more organizations begin to recognize the vital role of content marketing in achieving their business goals, a larger portion of marketing budgets is being allocated to content marketing activities.

The digital industry is projected to spend more than \$300 billion on content marketing by 2019

This is a 50% increase on 2014's \$145 billion spend.

With increasing budgets and importance being placed on content marketing, the desire for skilled content marketers has quickly escalated. However, in a survey conducted by SkilledUp.com, 34% of respondents said they have a difficult time finding job candidates with content marketing skills.

If you want to carve out a career in content, there has never been a better time to thrive! The number of job listings that contain the phrases "content marketing" and "content strategy" is extensive, as recruiters continue to prioritize their search for marketers capable of creating and distributing compelling content.

Maximize your employability and guarantee content career success by following our essential skills checklist! You can use it to identify your strengths and weaknesses in 5 key areas, and close any gaps with effective skills training.

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RESEARCH AND ANALYSIS

While the common conception is that content marketers are predominantly creative individuals, the ability to thoroughly research content topics and formats is crucial to ensuring content is successfully tailored to target audiences. From conducting keyword research to guarantee your content ranks highly on Search Engine Results Pages, to analyzing competitors' top-performing content, if you take the time to research before creating your content, it will ultimately achieve much more impressive results.

Similarly, putting effort into measuring the effectiveness of your content marketing will help you to refine your strategy for maximum success. A firm understanding of analytics tools will help you to gain a necessary insight into the metrics that matter so that you can leverage your content to drive more traffic, leads and sales.



PROJECT MANAGEMENT

The value of a content marketer lies in their ability to be useful and effective in a variety of functions. This can include writing website copy and brochures, copyediting, collaborating on guest blogs or commissioning freelancers to help with the creation of video content or infographics. As a content marketer, you'll often be involved in multiple projects simultaneously, so exceptional time management and organizational skills are a necessity.

Familiarity with a project management tool will help you to monitor and track your tasks, key stakeholders, and their progress. Microsoft Excel or Google Sheets skills will help you to manage your budgets and schedule content in an editorial calendar. With these essential project management skills on your side, you'll be able to significantly amplify your efficiency and excel as a content marketer!



ADAPTABILITY

With such an abundance of content being created and distributed online, it can be a challenge to set yourself apart from the competition. Successful content marketers know that adaptability is key to deliver value and differentiate themselves every time. Being a strong writer is a rare but attainable characteristic. Being a strong writer who can interpret and accommodate the unique needs of various customer personas is magic dust.

In order to write for a variety of audiences, you need to be able to adapt your writing style and tone accordingly. A B2B audience should be approached differently than a B2C one, and content written for millennials won't necessarily be suitable for an older demographic. Regardless of your target audience, you need to make sure that your content is always informative and accessible.



COLLABORATION

More departments within organizations want to take advantage of the positive influence effective content has on brand awareness, lead generation and sales. As a result, content marketers need to be able to be able to work as part of a cross-functional team. Besides a variety of colleagues, you will have to manage relationships with external stakeholders too.

Traditionally, content creation could be viewed as a solitary activity – in reality, content marketers will interact with designers, community managers, industry influencers, and agency partners to name a few. To succeed as a cross-functional content marketer, you need to be able to cooperate with an assortment of individuals. Be sure to refine your communication and organizational skills so you can drive your content marketing efforts as collaboratively as possible!



STORY TELLING

At the heart of every content marketer should be the desire and ability to craft captivating stories that convince and convert prospective customers. If you can demonstrate exceptional storytelling skills and combine them with a detailed understanding of customer personas, your content will help you to achieve your goals at the best possible conversion rate.

You need to be able to blend Unique Selling Points, features and benefits with stories that make your brand seem human, and relatable. It's all about translating valuable, relevant information about your products or services into something personal to your prospective customers that will resonate with them and encourage them to take action.

You want to be a content marketer. What's next?

Between January 2011 and January 2015, the number of job listings containing “content marketing” or “content strategy” grew by a staggering 350%.

You can capitalize on this urgent demand in the industry by strengthening your digital skillset.

