

5 Things to Ask When Outsourcing Content

If you are a marketer, you've undoubtedly considered the business value of content in a cookie-less environment.

Depending on multiple factors, you would have identified a content creation partner.

It could be that you are just starting out on your content creation journey or at a juncture where you are questioning your money's worth.

In either cases, here's what you need to arrive at a decision that translates into business in the mid to long-term.

Happy Content Outsourcing!

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#1 Thing to Ask

Will my audience appreciate the content at the specific touchpoint?

90% of agencies don't inform writers when and how a content asset will be consumed in the user journey.

- This is the number one reason content creators end up building assets for your business that come across as basic and fall short of triggering action.
- Despite spending a portion of your marketing budget towards content, you are unable to see how it is elevating your business among your audience apart from meeting SEO or trending topic goals.
- While you cannot change the way agencies or freelancers function, ask for a **briefing template**.
- **Include the user journey and touchpoint details** into the brief to get everyone working familiar with the ecosystem in which the content needs to perform.

#2 Thing to Ask

What are my content creation and content performance KPIs?

50% of marketers and content creators fail to differentiate between content creation and performance goals

- Without the right set of goals, even the best of us fail to experience velocity.
- To cut a long story short, content creation KPIs and goals refer to how your content aligns with audience needs. On the other hand, content performance KPIs and goals involve multiple factors that address content distribution and consumption.
- Make sure **you balance both and plan them at the beginning of a content exercise** for optimum results. This ensures you don't end up overinvesting on content creation or content distribution.

#3 Thing to Ask

Does my content partner understand the nuances of selling to the self-serve buyer?

8 out of 10 content writers and script writers want to do justice to the subject, and not your audience.

- No matter what your content OR SEO goals are, turns out there is already enough and more content about it out there.
- The only reason your content exercise still makes sense is because, **audiences want to consume an authentic, unique, and relevant story.**
- When selecting a content partner, consider their **marketing psychology** prowess. Chances are content farms and AI will fall short.

#4 Thing to Ask

Am I willing to collaborate towards deep content?

More than 50% quality content exercises stall in the first three months owing to no time for collaboration.

- Compelling, powerful content demands your individual or brand's unique leadership inputs
- Unlike a PR piece, a digital content asset requires far more involvement owing to the nature of social and digital; it demands human character
- If you are too busy to participate frequently on collaborative content, **seek out a content partner who you trust adequately**; this is key to **build your digital POV and social voice**, consistently.
- An ideal partner for deep, PoV-centric content would be someone with mature media chops, an understanding of digital consumption, and of course, writing that stirs an audience.

#5 Thing to Ask

How will the content impact brand value?

Marketers spend 2/3rds of their content marketing budgets on meeting performance goals while overlooking brand creation.

- Content that hits the nail on the head for your lead and drives conversion is of course, a business imperative.
- However, ROI-focused marketers know that value-for-money content is one that also furthers the brand.
- 101 content pieces produced in bulk fall short of serving as brand assets. Instead, they drive high-volume of users who are unable to see why they should transact with your business beyond the first 30 seconds.
- Invest in **content that does justice to the brand spirit**; whether you are looking at hub, hero or hygiene content, make sure it **converses and engages with your audience**.

To get more insights into top things to consider when outsourcing content, visit www.studioruma.com or request an interaction.

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