

Tame the Content Beast

DON'T LET CONTENT CREATION EAT YOU ALIVE

YOUR OPINION, ALTHOUGH INTERESTING, IS IRRELEVANT.

Enchanted Economist

LIGHTEN LOAD THROUGH ECONOMY OF SCALE
Always think of at least five ways to re-create a piece of content. Do this before you create each new piece to ensure that it is truly reusable.

Buyer Brute

GET THE BRUTE FACTS ON YOUR BUYERS
Talk to your buyers and understand their problems. This is what separates a company with so-so content from one that creates materials that truly resonate.

BUG, BORROW, STEAL

Borrowing Bug

BUG OTHERS FOR CONTENT
Buyers value quality external content. As long as it is useful to your buyers, consider using it. (Of course, give credit where due.)

Venus i-Trap

LOOK FOR TRAPPED INVENTORY
Find the jewels that can be repurposed on existing network drives, laptops or even rarely visited web pages.

Calendar Creature



JUNE							1
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30							

FIND COMFORT IN THE CALENDAR
An editorial calendar prevents last-minute scrambling and ensures that there aren't content gaps. Lay everything out to see how changes or additions affect other items.

 PRAGMATIC MARKETING

Get the complete story:
www.pragmaticmarketing.com/resources/tame-the-content-beast