

ELIZABETH MCCUMBER

TAKING A CONTENT CLEANSE

How to Use An Intentional Pause to Improve Content Quality



ELIZABETH MCCUMBER

- Writer & Content Strategist
- Background in Email Marketing
- Digital Marketing Agency & In-House Experience
- B2B Marketer
- Ohio Native & Kenyon College Alumna



**NO CONTENT =
NO CRAPPY CONTENT**







**WE CAN'T STOP
CREATING CONTENT...**



BUT WE CAN TAKE *AN INTENTIONAL PAUSE*



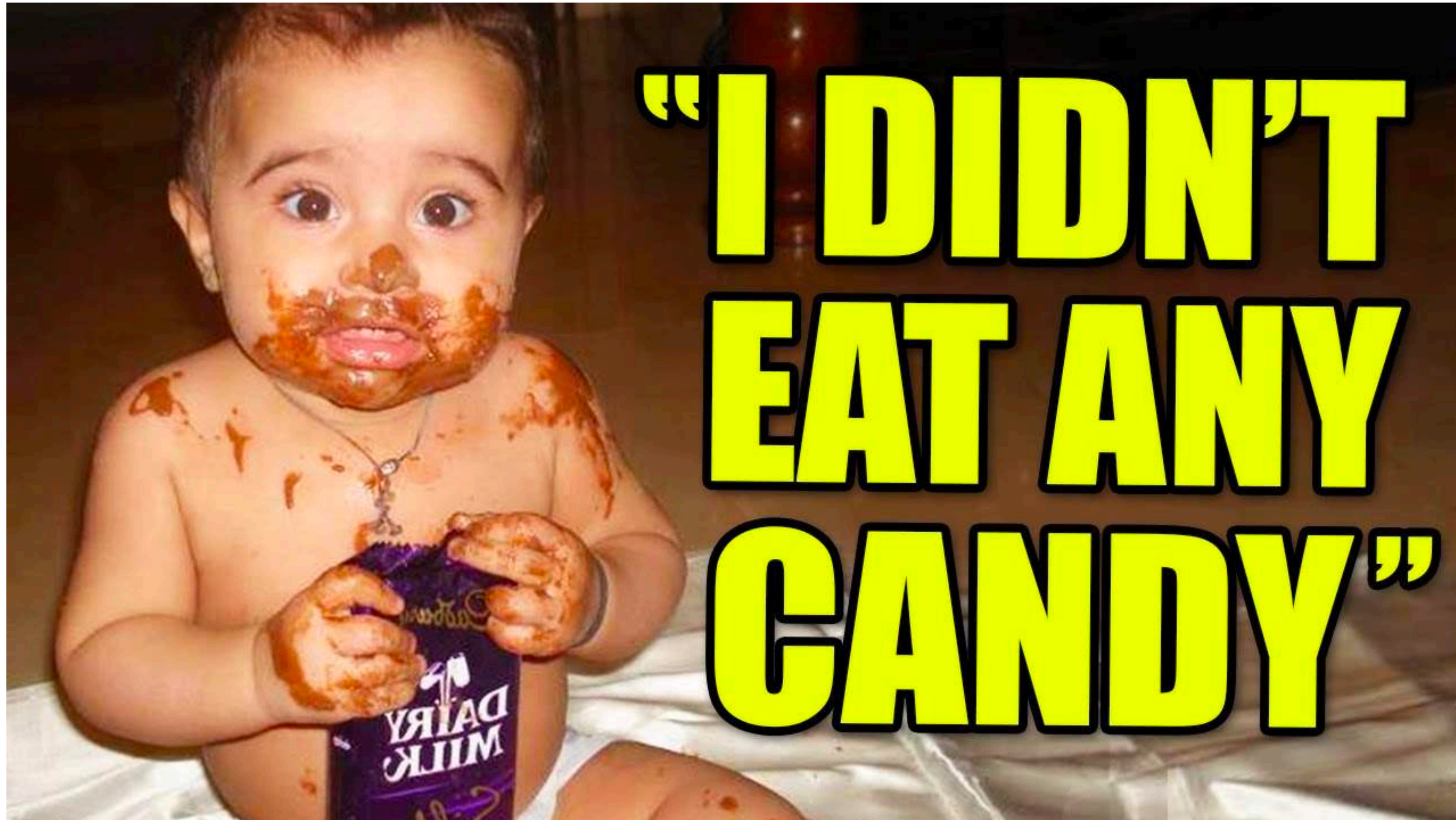
AKA THE CONTENT CLEANSE





HOW DID WE EVEN GET HERE?



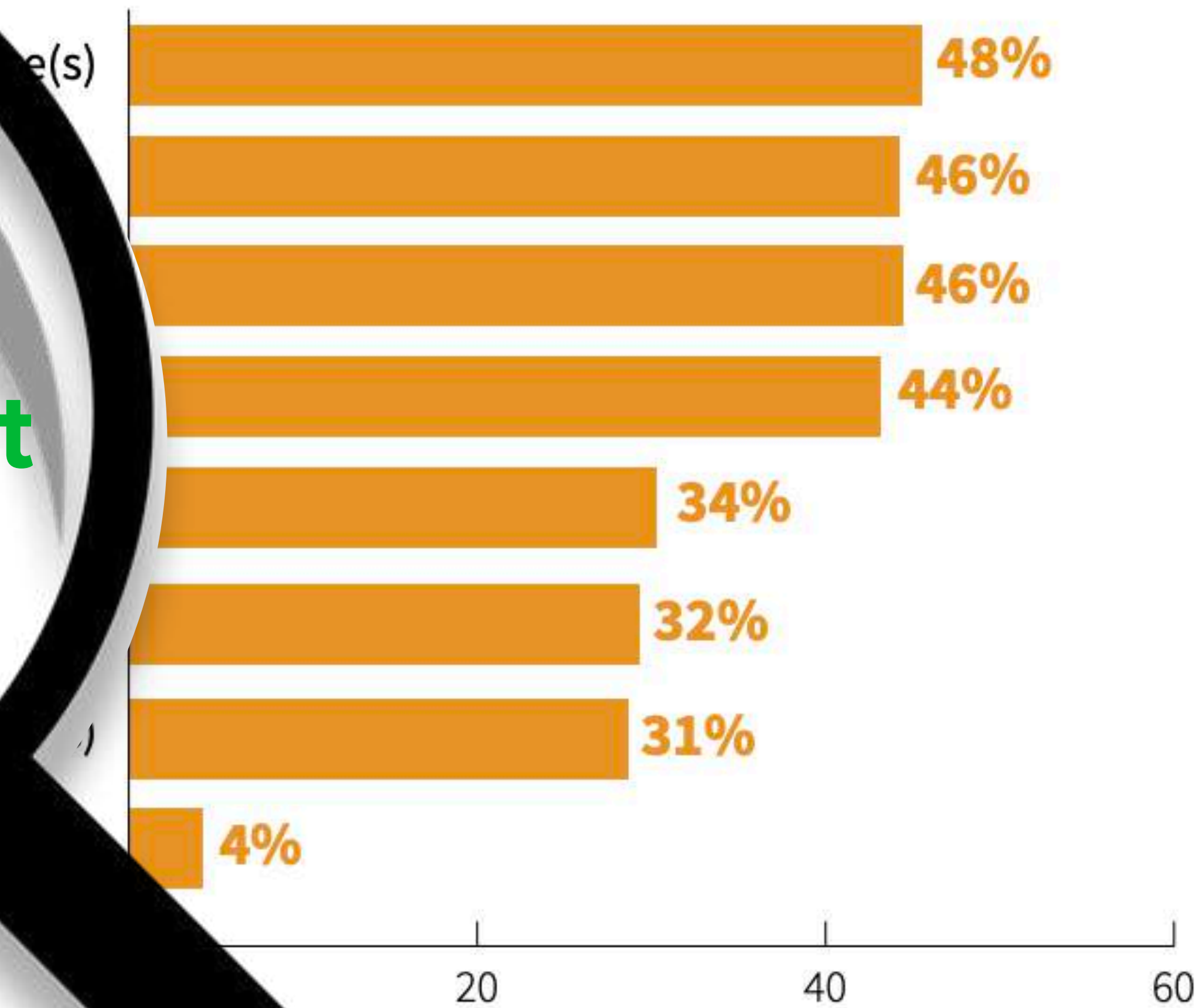


IT'S NOT
JUST YOU



Top 3 Content Marketing Activities B2B Marketers Think Their Organization Might Prioritize in 2020

Focus on content quality/quantity

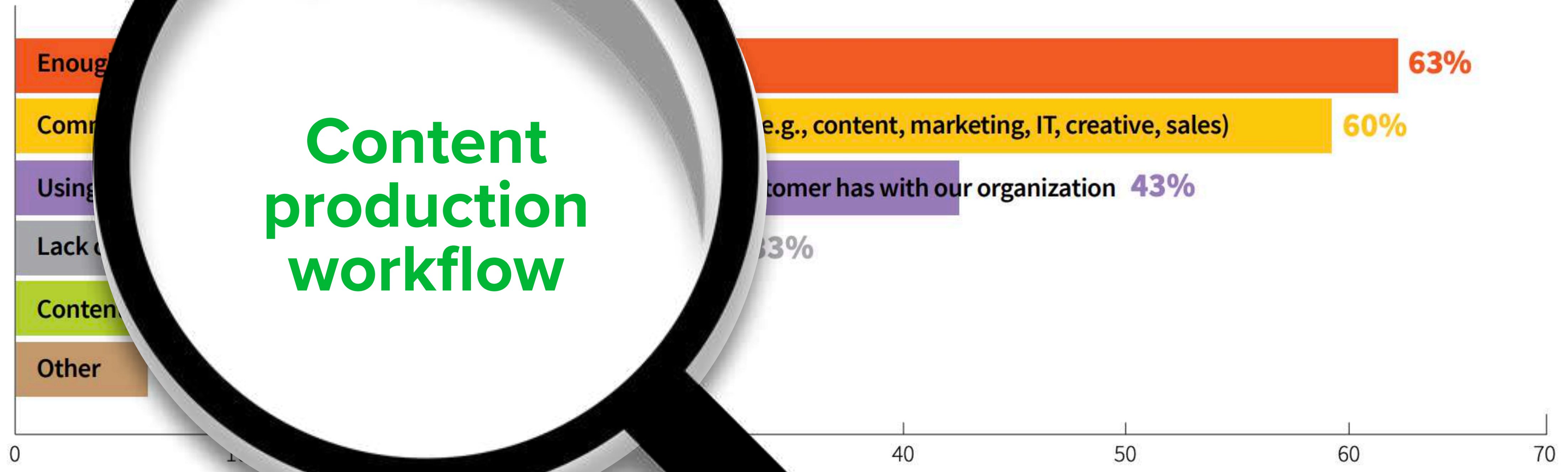


Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Q. What do you anticipate will be your organization's biggest strategic content management challenges in 2020?



Content Management Challenges



Content Marketing Institute 2020 Content Management & Strategy Survey

Q. To what factors do you attribute the success of your organization's content strategy?

Our ability to understand and connect with our audience's values, interests, and/or pain points



Content Marketing Institute 2020 Content Management & Strategy Survey

TEMPORARILY PAUSE CONTENT PRODUCTION



REEVALUATE WHAT WHAT WE'RE DOING



CREATE A PLAN FOR THE FUTURE



WHY TAKE A CONTENT CLEANSE?



1) STOP THE CYCLE







CONTENT PRODUCTION



Year 1

Year 2

2) RESEARCH MORE



AUDIENCE EMPHASIS



Year 1

Year 2

3) DIVE DEEP INTO DATA



CONTENT

RESULTS



In-Depth
Blog Posts



Instructional
Videos

HOW TO TAKE A CONTENT CLEANSE



1) SET PARAMETERS



WHAT WILL WE KEEP CREATING?



HOW LONG WILL THE CLEANSE LAST?



HOW WILL WE REPORT RESULTS?



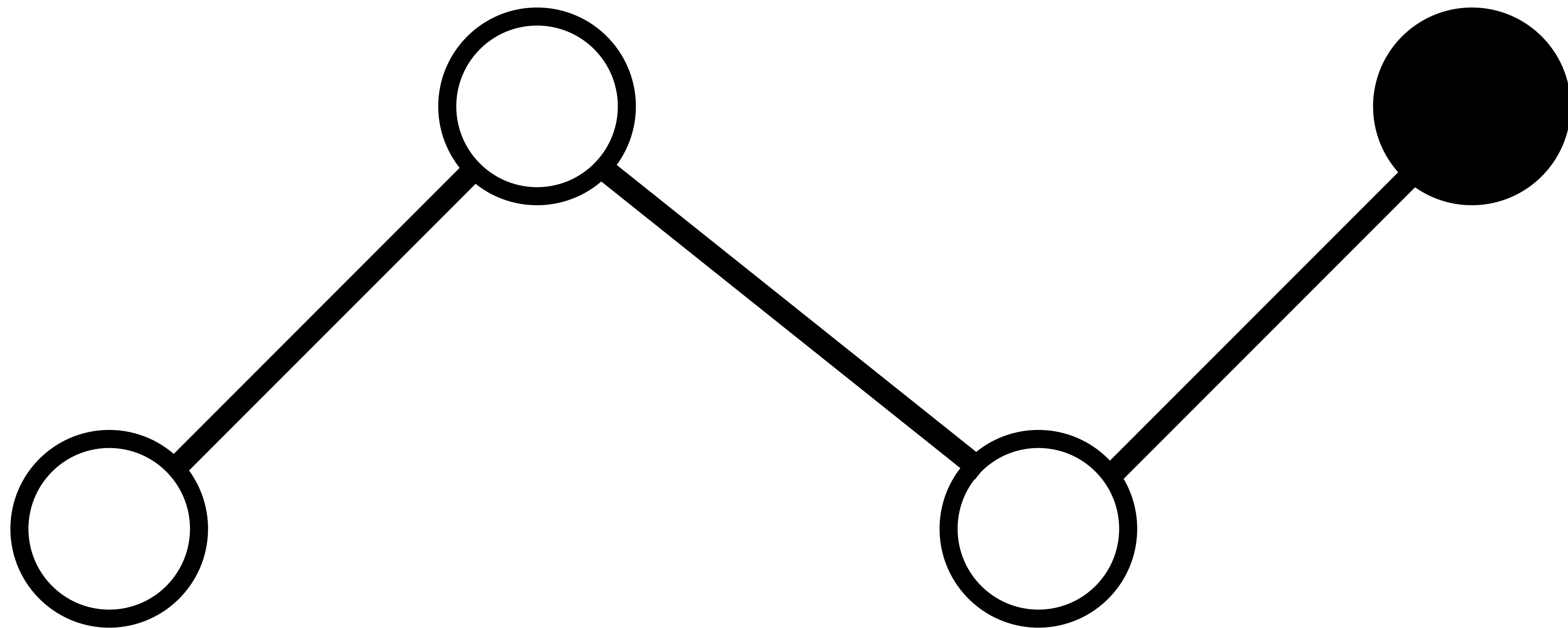
2) CREATE YOUR PLAN



WHAT CAN WE LEARN ABOUT CUSTOMERS?



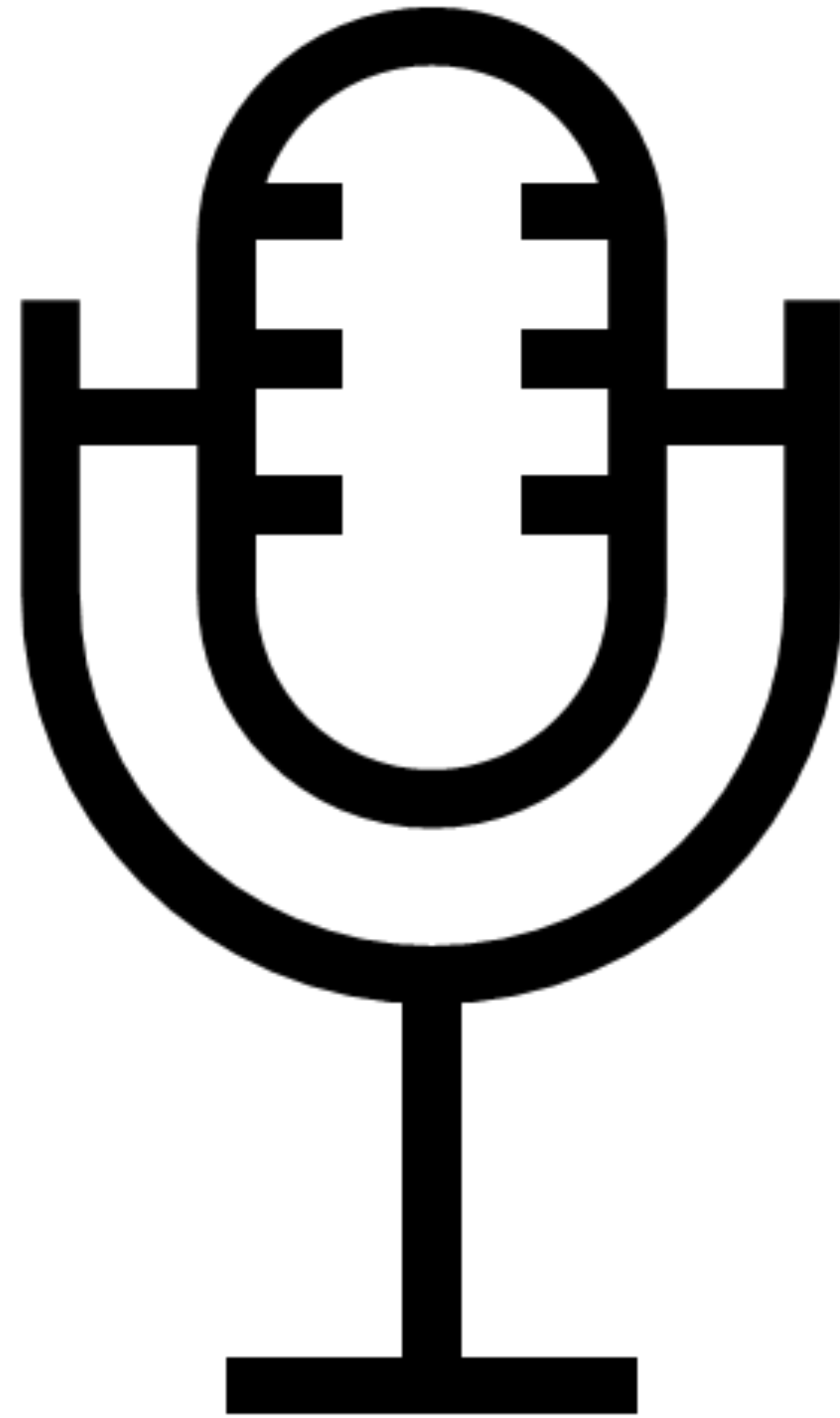


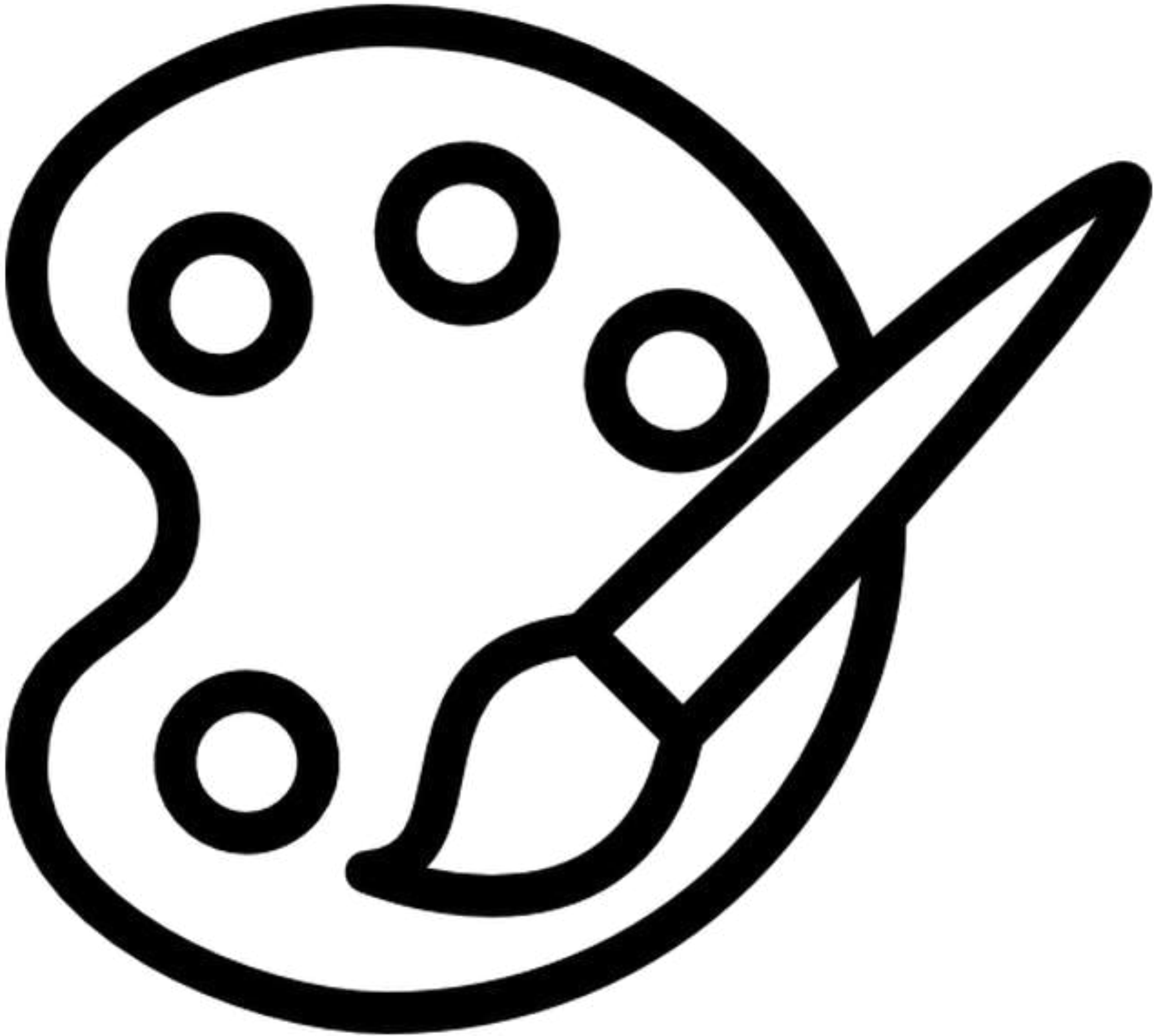


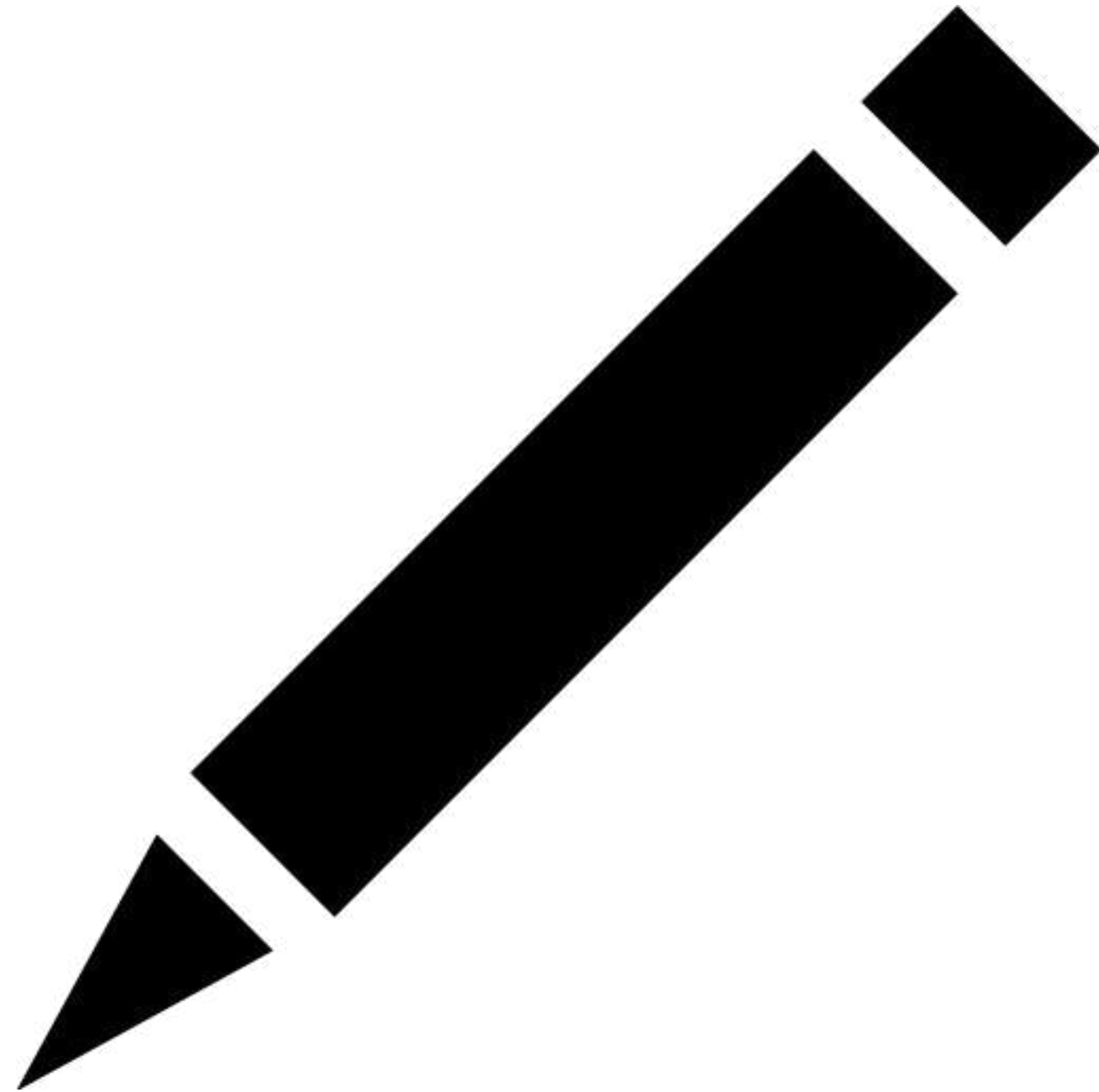


WHAT CAN WE LEARN ABOUT OURSELVES?









WHAT CAN WE LEARN ABOUT CONTENT?



FIX

Performance

MIX ... YOURSELF A DRINK

Brand Alignment

NIX

FIX

3) GET BUY-IN



WHAT APPROVALS DO WE NEED?



WHO WILL BE AFFECTED?



IDENTIFY STAKEHOLDERS



STAY

TRANSPARENT



SHOW THE PLAN



EMPHASIZE THE PURPOSE



AFTER THE CLEANSE...



COME AWAY WITH A PURPOSE







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