

How To:

# Create Your Blog With Existing Resources

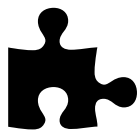


It's time for your blog to become a brand & lead generation asset - but you don't have any resources dedicated to content creation. How do you get started writing great content, and who's going to write it?

Content marketing is a proven strategy with well defined blueprints, but as demandDrive has taken its basic foundation & flipped it on its head by forgoing designated content writers. In a start-up environment where the majority of employees have multiple roles, we have found that the most effective content marketing strategy is to encourage each employee - from SDRs to a Director of Client Operations to our Managing Director - to create their own content based on their personal work experience.

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## What are your options for writers?

Different roles within a company have different daily experiences. An SDR that also distributes web content has the ability to personalize that content, and use his/her own working strategies. In retrospect, most companies who have designated content marketers are looking in from the outside. Content marketers within a sales/ marketing firm gather their information from an outside party with no personal experience as to what they are writing about.

At demandDrive we encourage those that are dialing 100 times a day, those that are closing deals with clients, and those that are managing accounts, to have a voice. Relationships are built from continuous interaction. This approach to content marketing allows prospective clients to hear the voice of multiple employees, all who play a different role within the company. At its core, demandDrive's blogging strategy is to create quality content that pulls people toward us - just like every other company. But the way in which we accomplish this is by having multiple voices throughout our web content. This way people are learning about us as a company as a whole, and also getting to know us on a personal level through our writing.



## Strategy & Collaboration



Although the content marketing structure at demandDrive may remind you of a “freelance” process, the method itself is strategic. Our catalyst is finding who writes what, and who focuses on what - we use a company-wide portal which allows people to share ideas, bounce things off each other, and collaborate on interests. Creating a blog is an extensive process. The portal is broken up into different sections—Ideation, creation, collaboration, publication, and promotion. These five steps are our guideline to create valuable, publishable content.



Every week we have a company wide innovation meeting to discuss marketing avenues and ideas. We are collaborating on all marketing fronts, whether it's blogs, Dialed-In pieces, whitepapers, or thought leadership pieces.

Once a topic of interest is created, it is placed in the ideation category. The ideation category is for raw material - material nobody has shown any particular interest in pursuing. The ideation section is always changing, some ideas just die away because nobody shows enough interest, some change and take a different direction, and more often than not somebody takes an original idea and writes a piece.

Our culture at dD encourages employees to pursue their own passions and take on projects that will enhance their learning/sales experiences. This makes the selection process much easier, as we don't have to put a project on somebody's lap because it **needs** to be done. Choosing your own project and following your passions allows you to think outside the box and attack the project with more intellectually challenging avenues.

Once a project is drafted, we like to set up meetings with other bloggers for feedback and collaboration. This gives the writer other interpretations and suggestions for their work. This dynamic of collaboration fosters blogs and marketing pieces with a wider reach, becoming relevant to more parties when more writers have an influence.





## Publication



The next phase is the publication of the piece. The rough draft is entered into the larger marketing portal for everyone to see, and undergoes final edits.

The more voices of expression is a result of many valuable experiences that other companies don't take advantage of. Although not every piece of content that is created is published, the sample database that is continuously growing gives dD more and more options of topics and ideas to produce. Imagine it as a dD content cycle: Ideas for topics of content are constantly being put to surface, whether or not they are taken and produced into a final product depends on the timing of the ideation. These ideas are never deleted; we choose to recycle these ideas because you never know when something might be of value to someone.



In order to reach out to an assortment of audiences, dD has integrated pop culture within our content. Metaphorical writing is one of the best strategies a writer can have because it relates to a diversified audience. Although the content might be based off of a personal work/sales experience, the metaphorical language is what gains the attention of readers.

By using a constant team of content writers, you are restricted to unique experiences, perspectives, and accounts of success and failure. Diversifying blog writers gives readers an opportunity to gain insight on different accounts.

Content, whether it is promoted in a webinar or through a cold call, originates from trial and error in sales. Marketing then takes that information and discusses which strategies work, and prove most valuable for the company. There is a gap between sales and marketing when showing which strategies are most effective, but since dD has an SDR that works directly with content, they bridge that gap.

### **Bridging the inbound vs outbound gap**

A common debate in marketing is the effectiveness of inbound marketing vs content marketing. In short, inbound marketing is a strategy used to deploy a message through attraction while content marketing applies more pressure through a direct outbound pitch. Companies often have a hard time finding a balance between marketing strategies, and can often lead to a weighted scheme.

By diversifying marketing authors we create a balance between the contrasting marketing styles.

demandDrive has a central focus of providing clients with solidified outbound campaigns. It is vital for us as an organization to provide content on the difference between inbound and outbound marketing. Depending on the project, SDR's might have a greater focus on one or the other. Because each and every project has its own unique guidelines, the importance of publishing content to illustrate the differences between the two are paramount.

Having a balance of content that supports and expresses the functionality of both Inbound and outbound strategies is vital for an organization like demandDrive, because that is where we separate from the rest of the pack. demandDrive is an organization of inbound **and** outbound expertise.



# Perspectives



A blog is a unique content medium for marketers to utilize because it allows individuals with a wide range of experiences to contribute without needing an extensive content-creation background. Unlike formats like eBooks, whitepapers, and case studies, blogs require minimal commitment and allow for first person storytelling. This eliminates the the fairly significant entry barrier that the more intensive forms of content have, from the timestrapped CEO to the numbers-focused accountant.

These folks - management, sales, operations, HR, engineering, etc - may decline to write for your blog, however. More often than not, they will doubt their ability to write in the same tonality as your marketing team. The need for different voices and writing styles should push them to get their writing out there, and for readers to hear a different perspective.





At demandDrive, we place significant emphasis of our value on our SDRs and how they directly impact the success of a project. By offering insight on different experiences, we can show how our project managers, operations team, and co-founders also add to the value of our services.

- Our operations team offers insight on how we find top talent.
- Co-founders offer 15+ years of industry expertise. They show us the pathways to success through experiences and their own unbelievable success story.
- Project managers are the liaison between SDR's and clients, and they can offer insight on client content. Each client is different and is managed differently, and SDR's are assigned based on personality, strengths, and experience. They can express the value of teamwork.

Identifying the author plays a major role in the purpose of that particular blog. Since demandDrive utilizes various individuals in numerous roles to provide content, it is vital that readers / subscribers understand the perspective of that particular author. SDR's have a much different perspective when considering daily routines, tasks, lead/sales goals, than say a member of the HR department.

demandDrive provides subscribers with an array of stories showing the height of success as well as the depth of challenges faced in the tech industry.



## Review and Improve



The art of writing is a continuous, repeatable process. At demandDrive, our diversified content marketing outreach can always be improved upon. It is up to us, as the writers, to express the revelation of demandDrive's culture, work efforts, and how we are constantly refurbishing inbound and outbound marketing strategies. By having a limitless team of content marketers at dD, it creates a very easy collaborative environment to improve our writing.

Reviewing a piece of writing amongst peers is the best way to get the feedback you need to make it even better the next time around, and that's something all writers need to be open to. Even though a team of content marketers might have varying levels of experience, they all share the same goals when it comes to writing. Everyone wants to get better, and it's easier to do that as a team rather than as an individual content marketer.



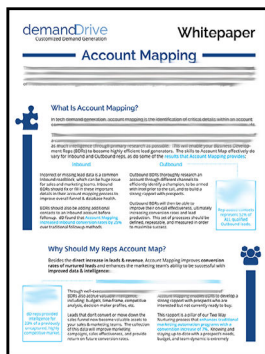
Just like our daily routines of presenting sales pitches to prospective clients, our content marketers are constantly pitching each other with a variety of blogging topics/ideas, which ultimately guide us to blog content with a purpose. Each and every blog **has** to serve a purpose.

- Keep your content relevant to your organizations process
- Use keywords (hyperlink if necessary)
- Act knowledgeable (this is how you earn trust from your own organization as well as others reading your work)

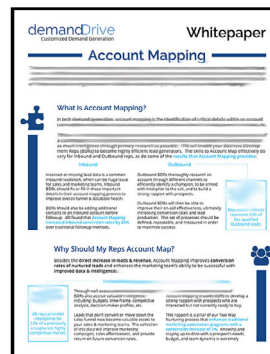
These are just a few things to consider when moving forward with a piece of writing. The key for content marketers is to keep it original. The writing process may be repeatable, but you need to make sure your writing is never repeatable. Having a unique style of writing in every piece of content will attract a variety of audiences and keep readers enthused. That unique blend comes through the collaboration and publication process, and gets refined over time.

By having your content reviewed by other bloggers and team members it provides you with a chance to learn and grow from past pieces - writing styles are fleshed out after numerous peices are written and reviewed, allowing writers to develop a consistent voice.

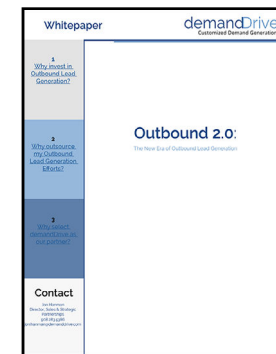
# More Resources



Whitepaper:  
Account Mapping



Cost Analysis:  
SDR Team



Whitepaper:  
Outbound