

9 Pitfalls to Scaling Enterprise Content and How to Avoid them

AS MORE COMPANIES START TO SEE THE VALUE OF CONTENT MARKETING, the pressure is on to scale up production and keep up with your competition. We've talked to clients who began writing product descriptions but are now asked to produce daily blog posts and weekly videos. Any time you have this type of rapid expansion, you are bound to have growing pains.

Overall, we see the following three common themes:

- Companies lack the internal resources to produce large-scale quality content.
- Departments are expected to maintain the same KPIs despite their change in size.

- Managers struggle to keep a steady flow of on-topic, on-brand content.

As a result, content strategies grow out of control. Exhausted content managers come to us with pages full of low-quality content, and they wonder why they're not seeing the same ROIs as before.

Discover the top nine issues clients bring to us when failing to scale their [enterprise content](#) and how we suggest solving them.



Increased Content Production Results in Diminishing Returns

As businesses grow their content production, they tend to see a decrease in shares, comments, and overall ROI. In fact, some of the more budget-conscious companies might divert from content marketing specifically because they think they've passed their sweet spot. While the law of diminishing returns has an effect on content production, the marketer is partly to blame.

The biggest pitfall we see when clients scale content isn't quantity over quality production, but quantity over quality promotion. Instead of promoting an article for a whole week or month, because they're only publishing one article per week or month, clients will promote an article for only one day because they're publishing daily. The first step toward making sure your increased content production maintains its ROI is to create a life cycle for every new piece of content you create.

When you block out time in the [marketing calendar](#) for content creation, make time for content curation as well. Depending on your metrics, set goals to generate a specific number of shares, links, and comments on your content before you're ready to recycle it. Then, channel the content into other media to continue building the ROI. *Hint: Recycling content will also help you scale up on limited resources.*

If each piece of content has a dedicated time set aside for curation and reuse, then hitting and maintaining your KPIs for each article shouldn't be a challenge.

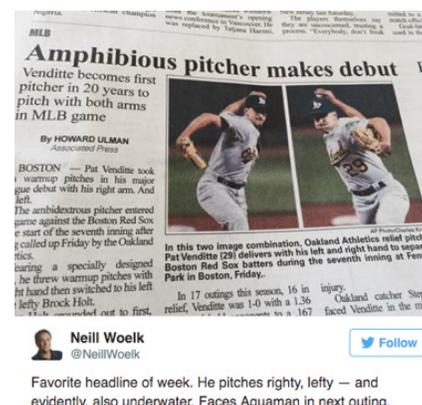
Errors and Typos Start Slipping Through the QA Cracks

A decrease in quality content is a fear for any enterprise business looking to scale up, but companies are usually

worried about the depth of the subjects versus the little errors that slip through. Unfortunately, those little typos can hurt you more than a blasé article.

Errors start appearing when companies build their content teams from the bottom up. They might hire an extra writer or take on some freelancers, but forget to add an extra editor to handle the increase in content. When your editing and QA teams are under pressure, mistakes occur, and you might end up becoming the mockery of your industry.

Depending on your resources, you can keep your editorial teams sharp with a few of the following solutions:



Maintain a balanced writer-to-editor ratio

Companies with entire teams of writers should understand the workload that their editors can handle. If you're considering taking on three writers to increase production, consider hiring two writers and an editor instead to take the pressure off the lead editor.

Cross-train writers to edit their peers' work

When hiring isn't an option, make sure your writers have time in their days to edit each other's work. Not only will this effort give them a break from creating material all day, but it will also let them experience different writing styles and learn the strengths and weaknesses of their co-workers.

Put a bounty on errors for the staff

Get the rest of the office involved in reading your site's content by offering a bonus or prize to any typos and errors found on your website or blog. This contest might make your editorial team a little nervous, but it will offer a third set of eyes to make sure everything you put out is flawless.

Your Content Team Is Experiencing Brainstorm Burnout

Coming up with a few ideas a month is easy, but coming up with a few ideas each day quickly becomes stressful. We've covered ideation challenges before, but your internal team can dive into a few of the following commonly overlooked sources:

On-Site Search

Take advantage of what people are searching for on your site. What search queries caused people to bounce? You might have a hole in your content.

Paid Search Terms That Rank Poorly

If there are certain keywords or ad groups that do well in your [paid search strategy](#) but have poor SEO, build some content around this low-hanging fruit to boost conversion.

Co-Workers in Other Departments

What questions do your customer service department staff members get regularly? What projects are your production teams excited about?
Hint: You score bonus points if you get these teams to create the content for you.

Yelp Reviews and Social Comments

Look for phrases such as, "I never knew you had ..." and similar wording about impressive service, distinctive products, and good experiences. Ask if you can highlight the comment and build an entire content strategy around it.

The key to avoiding brainstorm burnout is to change the ideation strategy often. Use on-site search one month and then switch to Yelp reviews during the next. If every

month is different, the excitement level to generate ideas will stay the same — or at least not plummet.

Your Staff Can't Handle the Scale of Work

If you're unable to add more resources to the office, it's okay. You don't have to keep dragging them down with assignments to successfully scale out content. We recommend testing the waters with freelance labor.

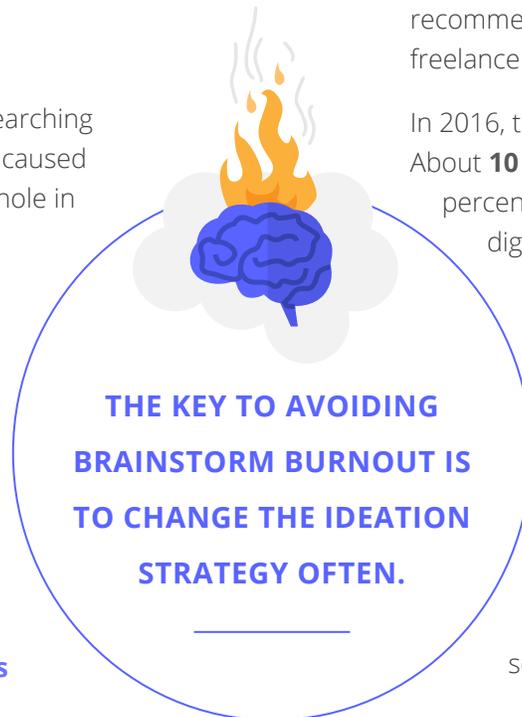
In 2016, the "[gig economy](#)" is marking a rise. About **10 million Americans**, close to 6.5 percent of the total population, are taking on digital-based gigs.

When working with freelancers, you can develop relationships on your own or work with a content agency. CopyPress has a team of several hundred creatives who specialize in content and different industries. If you have a marketing budget but lack the ability to take on full-time staff, we can vet contractors to find someone who can work with you.

You can also work with contractors on your own. This route tends to be riskier, as you'll have to interview and on-board them yourself, but if you find a few reliable people to work with, then they'll eat, breathe, and sleep your brand.

Hint: The best time to work with contractors as opposed to hiring internally is during periods of dramatic seasonal swings. Retail companies that have an influx of products around Christmas, for example, should outsource their product descriptions because they need the labor only for a short time.

As you keep scaling, you might be able to justify the resources to hire more full-time help, but for the awkward growing stages between too much for one and not enough for two, contracting can be a lifesaver.



Rapid Growth Makes Branding a Challenge

As your company starts to hire more writing staff, onboard contractors, or recruit co-workers to help with content, staying on-brand can become a challenge. The more personalities you have working toward your content goals, the greater the chances that their voices will pull away from the tone or branding.

Branding starts with the writer level and works up. Each new writer should have an intro session to learn about the company, content goals, and tone. No one should create content for your company without [reading a style guide](#) first. Some people are visual learners while others learn orally. An orientation session, along with a written guide, will speak to both learning styles and give writers a physical reference to use throughout the process.

As the writer tries to mimic the brand, the editors need to enforce it. Editors should immediately notice when the brand voice isn't used and show writers how to effectively hit the right tone, jargon, and presentation.

Many enterprise companies have a lead editor who sees every piece of content before it goes live. This last touch isn't meant for major edits, but rather to make sure the content makes sense for the brand.

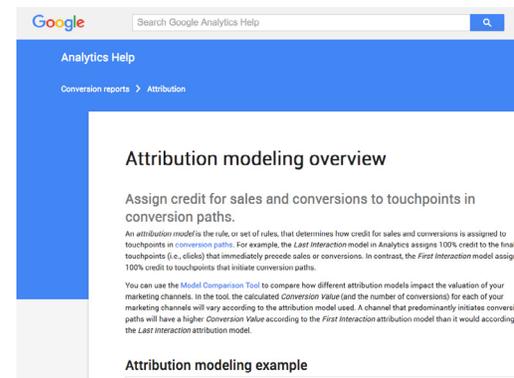
Learning to speak with a brand voice takes time, so newer writers might need more supervision than company veterans. By setting aside more time to work with these newer members of your editorial team, you'll make sure they completely understand how to create the right content and reduce frustration in the long run.

Your Budget Can't Keep Up With Demand

Everyone wants to run a successful blog, produce James Bay-quality video content, and record podcasts that compete with NPR, but a limited budget might prevent you from creating any podcast, much less a quality one.

When asking for a budget increase to produce more content, focus on the ROI generated by these marketing channels and play around with different attribution models to learn where customers fall in the funnel.

[Google Analytics](#) uses last-click attribution, which can hurt marketing channels in the first and middle clicks of the funnel. As a result, your content might not receive as much revenue credit as it should.



Start with the **Multi-Channel Funnels** tab in the **Conversions** section of Google Analytics. You'll be able to visualize how channels overlap, see the most common paths to buy, and understand the value of assisted conversions.

Then, under the **Conversions** tab, play with the **Attribution Model Comparison Tool** to see what the sales KPIs would look like under first, data-driven, and non-direct sales.

Budget is almost always tied to revenue, so if you can convince your management that content really is driving sales, then you might get the funding you need.

Increases in Traffic Result in Lower Conversion Rates

Many businesses see a drop in conversion rate as they

BRANDING STARTS WITH THE WRITER LEVEL AND WORKS UP ... AS THE WRITER TRIES TO MIMIC THE BRAND, THE EDITORS NEED TO ENFORCE IT.

bring more traffic to their websites. If you're looking to increase only the quantity of the content that you're producing, then you're definitely going to experience this scenario. However, a smart business will begin the process of scaling out with conversion in mind, a place where audience segmentation helps.

STEP 1

Develop audience personas for your business.

Start by identifying three to five different types of customers that engage with your content. You might sort them by demographic, but also by their buying type and engagement methods.

Example: Mary only buys from us once a year around Christmas. She comes to the site, buys, and then disappears for another 12 months. Sally likes to visit our site multiple times before buying. She waits for a deal in her email and can be convinced to buy six to eight times each year.

STEP 2

Assign your future content topics to each of these personas.

Now that you understand who your top customers are, you can start to create content around them. Using the example above, you might create emails that use more promotional copy to bring Sally to your site more often or try to create buying guides to move her further down the sales funnel.

Any content you create moving forward should be targeted to a specific persona with a conversion goal in mind.

STEP 3

Build different email lists, marketing strategies, and sales funnels around these segments.

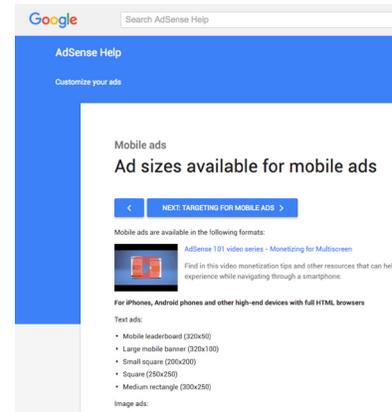
Now that your content lines up with your personas, you can segment your audiences within your marketing channels to bring them to the right place in the funnel. Scaling content isn't about creating more material, but it's about tailoring messages for better performance.

Your Site Visitors Behave Differently on Mobile Devices

Valid reasons for poorer mobile performance over desktop exist: Career sites have discovered that job hunters like to browse on their smartphones but apply on their desktops, and some people are still apprehensive about entering financial information through a mobile device. However, brands can sabotage themselves by cramming desktop content onto a mobile screen.

Look at your past content and test what works on mobile and what doesn't. If you're looking to keep your ROI through scaling content, then you'll have to create what works.

- Moving forward, create your content with a mobile-first mentality. Comics should be adjusted for everything from vertical scrolling to awkward phone flips, while infographics should be simplified to reduce the dreaded pinch to zoom.
- For emails and images, size and loading time can be the difference between viral fame and immediate deletions. Check out [Google's guide to ad sizes](#) for its mobile display network. If the approach works for Google, then it will probably work well with your WordPress site or other mobile site platform.
- Creating content with a mobile mindset means rethinking your calls-to-action. Do you really want to have a mobile overlay to collect an email address? Should you trigger it after a longer waiting period than on desktop? Once you start to understand why your mobile performance suffers, you'll be able to scale content around it.



Fortunately, the rise of "phablets" has given marketers more pixels to work with, and content consumption through mobile is only growing. Don't think about mobile as an attack on your conversion rate, but an opportunity to connect wherever your visitors go.

Your Management Team Wants to Focus on Selling

If you successfully prove your ROI and receive a budget increase, you might find more people knocking on your door asking for help. The HR department, the buyers, and the sales team can take over blogs purely to promote their messages and generate new leads. While this type of content makes your co-workers in other departments happy, it's usually not engaging and hurts your overall goals.

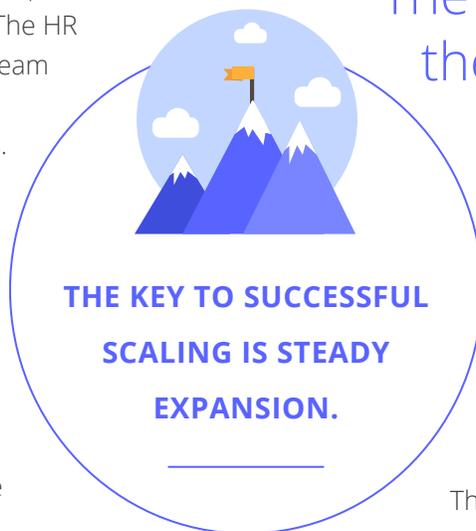
In this instance, put your peers to work. If your head of sales wants you to promote an upcoming conference he's attending, then ask him to draft the blog post himself. This delegation will free up your resources for more creative endeavors.

It's okay to say no. In one instance, the human resources manager was asking for blog posts covering everything from graphic designer to janitor articles posted. The editor finally put her foot down and said she managed the company blog, not Monster Jobs.

If conversion analytics gained your ROI increase, then conversion analytics will help you create the best content. Send weekly reports with what worked, what didn't, and

why. Don't be afraid to call out the engaging content versus the sales junk. Soon, when the results aren't what people expect, you'll be able to focus on building your audience and brand.

The Reward Is Worth the Effort



Scaling enterprise content isn't an uphill battle. Instead, it's a series of hills, plateaus, and cliffs that you will inevitably tumble down. Budgets get cut, freelancers flake out, and Google makes a seemingly endless amount of algorithm updates that you will need to crawl back from.

The key to successful scaling is steady expansion. Instead of increasing from weekly to daily posts overnight, start with two to three posts per week, then move up to four or five. Instead of launching a weekly podcast, start creating one monthly until you're sure you're making the best marketing decision for your brand.

Most important, however, don't give up if you don't immediately see the results that you expect. Community building doesn't happen overnight.

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CopyPress is a full service content marketing company with over 5 years of experience creating and promoting digital content.