YOUR GUIDE *to* BUILDING *an Internal* CONTENT REPOSITORY

YOUR
CONTENT
IS ART.

INVITE
YOUR TEAM
TO THE
GALLERY.

kapost®

WHERE IS THAT MASTERPIECE?

You wasted time today looking for something.

Some of us are more organized than others. But the truth is, none of us are so organized that we know precisely where we last stashed the thing we need now.

On the home front, maybe it's the book you were almost done reading, a flashlight, your wallet, keys, or phone.

It's the same deal at work, only there you lose the things you stash online. Just as there are too many hideaways gulping up your gadgets at home, the office overflows with file folders, shared drives, and siloed systems.

This is certainly the case with marketing content. You toil over whitepapers, guides, pitch decks, and blogs posts, only to discover these works of content get lost in one of your organization's digital junk drawers.

It's like pouring money and resources into works of art, only to store them in the hallway closet.

So while your content's consuming space, customers may not be consuming your content—especially if your team doesn't know it exists, where to find it, or how to use it when it matters most. It can be an expensive problem.

Let's make sure it doesn't happen in your organization.

"The most important
factor in succeeding
as a content marketer is to
acknowledge that your content
is a business asset and worth
managing efficiently and
effectively."

Scott Abel, The Content Wrangler;
Co-founder, Information Development World

MARKETERS SUFFER FROM CONTENT CHAOS

No doubt about it: content's cooking. In "Is Marketing In the Middle of Content Chaos", Jesse Noyes shares a study by the Aberdeen Group, indicating:
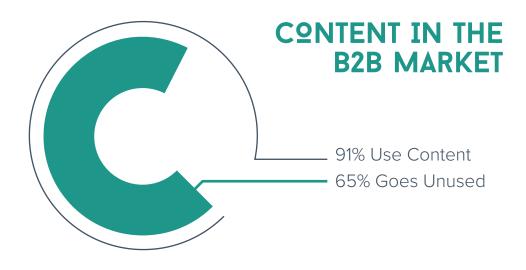
91% of B2B marketers use content marketing.

But, as SiriusDecisions points out:

Up to 65% of B2B content goes unused.

Add 'em up. Marketers create a lot of content, but the majority never gets seen or utilized by the internal stakeholders, prospects, and customers it's meant to support.

Now that burns. A ton of time, money, and effort is simply wasted.

CONTENT IN THE B2B MARKET

91% Use Content

65% Goes Unused

CONTENT QUESTIONS ARE NOT GETTING ANSWERED

These reports deliver evidence of a large gap emerging between content creation and content accessibility, particularly when it comes to finding and delivering the right content at the right time.

Commonly, enterprise marketers have no answers to these three questions:

1. WHERE DO I FIND THE CONTENT?

The people in marketing, sales, and various customer-facing roles often don't know where to find content. They know it exists, but when they go looking, assets aren't where they should be. It's like finding empty frames hanging on a gallery wall.
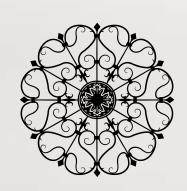
2. WHAT CONTENT SHOULD I USE?

Stroll through a gallery, and you'll notice each room, floor, and hallway is arranged strategically. Maybe it's by artist, time period, or theme—but you know how to find the pieces you want to see. With content, categorization often falls by the wayside. It's hard for internal stakeholders to know which assets to use and when based on a specific buyer's needs and sales stage.

3. WHAT'S WORKING?

Galleries still need to prove value to keep the doors open. How else will they sell tickets, attract sponsors, and choose future artists to exhibit? Similarly, marketers need to show value to gain internal buy-in and improve on current initiatives. They focus on creating useful content, but they rarely have insight into what's being used—and what's driving business results.

Imagine how much more effective you'd be if you had the answers to these questions.

*"Content marketing
assets are still created in silos–
stored on email, agency servers,
and orphaned out there,
who knows where."*

*~ Robert Rose, Chief Strategist,
Content Marketing Institute*

THE ANSWER IS ART

Robert nailed it. Internal content has run amok.

In the same paper quoted above, Robert Rose says digital assets must be managed in a manner that enables stakeholders across the organization to:

- **Quickly find what they need**
- **Manage it effectively**
- **Use it to deliver a cohesive narrative across the buyer's journey**

A REPOSITORY IS IN ORDER

To transform content chaos to order, organizations need a content repository, a single location where internal stakeholders can find, share, and measure the impact of content across the sales cycle.

And when done right, content management becomes "ART." That is:

- **Accessible**
- **Relevant**
- **Trackable**

Is Accessible

First and foremost, your team needs fast and easy access to your content catalog.

To capitalize on the marketing content you work so hard to create, you need to empower the people serving prospects and customers to find and deliver content. Doing so calls for housing and organizing your marketing content in a central repository where internal stakeholders can find the content they need to do their jobs more effectively.

Is Relevant

Your content's only a true asset to your business when it's relevant to the customer's challenges. As such, you must enable those accessing it to easily discover what they're looking for.

Best practices for creating an intelligent internal content repository require the use of filters and tags so you can uncover content according to specific personas, buying stages, topics, campaigns, or any parameter important to your company.

Is Trackable

Marketers struggle to determine which content assets actually provide value. If you agree your ROI depends on the continuous refinement of your content development efforts, you understand how critical it is to track how your internal stakeholders are (or are not) using content—and its impact on driving business.

STEP UP TO THE REPOSITORY

A repository is a requirement for the content-minded enterprise. When setting up yours, consider each of the following steps.

CONDUCT AN AUDIT

Begin by understanding where your content currently resides. Admittedly, it can be a hefty undertaking, but it's vital.

Create a list of all your content channels and publishing destinations. List your social media outlets, marketing automation tools, blogs, corporate websites, resources pages, and shared systems or drives. Across each and every channel, identify the most valuable assets you need to include in your central repository.

"A repository is a requirement for the content-minded enterprise."

SURVEY THE SEARCHERS

Understand how everyone in your organization searches for content. You also need to determine the details that matter most when they do so. For example, they may want a system to find content by:

- **Persona**
- **Buying stage**
- **Geography**
- **Content type**
- **Product line**
- **Pain point**

Aim to keep it simple. Having too many filters will make finding content dreadfully time-consuming. Identify the most important parameters and establish consistent processes for tagging content.

EDUCATE EVERYONE

Your team must be taught how to use the repository to get any value out of it. Explain how to use tags and filters, anticipate the questions you'll need to answer, and document best practices for searching the repository and using marketing content effectively.

CREATE A TRACKING SYSTEM

You've done the work and have a content repository in place. Now, analytics are absolutely essential. Create a system enabling you to understand the internal reach of your content. Set up systems to reveal:

- **Internal views and downloads**
- **How content is distributed by internal teams to external audiences**
- **The traffic content receives as a result of employee shares**

Content utilization metrics can be tricky. These tracking templates will help remove some of the mystery.

DISCOVERABLE, IMPACTFUL CONTENT IS A BEAUTIFUL THING

We worked hard on this eBook, taking great care to rock its copy and design. Sure, we're proud of it. However, we're not trying to create art that gathers dust; we aim to create the best possible customer experience.

As marketers, we understand the real beauty of content surfaces when it's functional, and we're able to use it to:

- **Get attention, then traffic**
- **Generate leads**
- **Convert prospects to customers**
- **Retain existing customers**
- **Turn happy customers into brand advocates**

Beautiful things, right?

We're in this together—identifying the hurdles and overcoming them. We came across one of those hurdles when we saw just how difficult it has become for enterprises to find and deliver the right content at the time of need.

The pages of this eBook were written to help you appreciate the problem. The pages that follow will introduce you to our solution, the Kapost Gallery.

INTRODUCING
THE KAPOST GALLERY

Kapost aims to help you make the digital asset management process more elegant, attractive, easy, and—most importantly—valuable. That's why we created the Kapost Gallery. It's your intuitive content repository for managing marketing content more effectively.

Using the Kapost Gallery eliminates content chaos to help you:

- **Find the Right Content at the Right Time**
  Everyone knows exactly where to find the content they need and can filter their searches to locate relevant pieces.

- **Increase Awareness**
  You'll find it far simpler to promote your content internally, which means that your team will be able to use and get excited about content that supports their needs.

- **Increase Reach**
  Your team will know where to go to get content, which makes it easier to promote it on social media, email, or any channel they use to share information and build business relationships.

- **Reduce Redundant Content**
  With everyone on the same page and able to access available assets, you'll reduce content creation renegades and eliminate redundant efforts.

- **Identify Content Gaps**
  Your repository makes it simple to audit content assets and help identify potential gaps in your arsenal.

- **Educate Internal Stakeholders**
  Easy access to all publications and media serves as a learning library for key stakeholders in your organization.

The Kapost Gallery is a team enablement tool for organizing and surfacing marketing content. When published to the Gallery, content is categorized and tagged by the parameters that matter to your business, for example, buyer personas, sales stages, topics, or campaigns. The Kapost Gallery makes it easy to sort and filter, allowing people within your organization to find the relevant assets they need. Detailed usage analytics enable marketers to determine which content is utilized most often and provides the highest return.

Your content deserves to be used—and your team deserves the support it provides.

So invite your team to your Gallery, and show them the beauty of content that's accessible, relevant, and trackable.

TAKE A CLOSER LOOK AT THE KAPOST GALLERY

Learn how the Kapost Gallery can help your organization find and use the right content at the right time.

GET A DEMO