

Content Burnout



WHAT IT IS AND
7 WAYS YOU CAN BEAT IT



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Introduction

WHAT IS CONTENT BURNOUT, ANYWAY?


If it seems like the amount of content swarming the web continues to explode, you're not imagining things.

Unfortunately, there's so much content being created that buyers have become numb to it — and, frankly, it's all starting to look the same. Drowning in copycat infographics and E-books, buyers have a hard time finding content that's special, interesting or fresh.

On the flip side, you have your own challenge: Creating the amount of content you need for your nurture campaigns and bringing something new, unique and, most of all, valuable to the table.

Now more than ever, we need a prescription for **content burnout**.

Just as Arianna Huffington calls burnout “the disease of civilization,” content burnout is the disease of marketing.

CONTENT MARKETING SPENDING IS PROJECTED TO RISE FROM ABOUT \$145 BILLION IN 2014 TO \$313 BILLION BY 2019, AN INCREASE OF 116%. 

You're spending valuable time and financial resources to create ineffective content, and your buyers are growing more and more annoyed seeing the same information over and over again.

It's a common trend today. In fact, nearly two-thirds (60%) of B2B marketers say their top challenge is producing engaging content.

Tackle content burnout head-on. Use [this checklist to reignite your creativity and content inspiration](#).



1 PICK COLLEAGUES' AND CUSTOMERS' BRAINS

There are sources of inspiration all around. Start having candid conversations with internal subject matter experts, executives, sales reps and even close work friends. What type of content stands out for them? Why? Where do they find it?

FIND CONTENT INSPIRATION ALL AROUND YOU! 

Take this strategy to the customer side as well. Mine feedback via social and in-person conversations with customers and prospects. What do they find interesting? Is there a new content format that has really captured their attention? What's getting the most shares in social communities? This can provide you with a foundation of trends, topics or keywords you can use to flesh out content ideas.

2 TRY MIND MAPPING

Ban the internal critic and use mind mapping to tap into your creativity. Mind mapping is a non-linear, visual way of organizing ideas. You start by writing your topic in the center and then branching out in all directions, adding related ideas along the same branch.

[Tony Buzan, the inventor of mind mapping, explains why it works so well:](#) “It harnesses the full range of cortical skills — word, image, number, logic, rhythm, colour [sic] and spatial awareness — in a single, uniquely powerful manner. In so doing, it gives you the freedom to roam the infinite expanses of your brain.”



3 CAPITALIZE ON TIMELY EVENTS

What are the top trending news items? Try newsjacking to make your story part of the breaking news.

Author and marketing strategist David Meerman Scott [defines newsjacking](#) as “the art and science of injecting your ideas into a breaking news story, so you and your ideas get noticed.” Scott gives an example of how Donald Trump mastered the art of newsjacking — tweeting comments in real time on breaking news and to get ahead of his political opponents and receive a *huge* amount of free publicity. (This, of course, was before he became the Republican presidential nominee.)

Some of Scott’s newsjacking tips include acting in real time, newsjacking stories that have a connection to your brand, and using tools like Google News and Twitter. Tweet, post blogs, buy online ads; there are lots of different ways to break into the story and make your brand part of it.

4 FOCUS ON TOPICS AND PEOPLE THAT MATTER

No matter how serious your business, you’re still marketing to real people who have lives, thoughts and opinions beyond their jobs.

Connect your “business topics” to more personal topics and add some fun when you can. For example, a B2B data backup and disaster recovery used direct marketing and created a theme around “Austin Powers: International Man of Mystery.” Prospects received a “warning” sign playing on Dr. Evil’s “sharks with frickin’ laser beams attached to their heads.”

There was also a personalized URL that redirected prospects to a website where they went through a series of potential “attacks” that could happen to their data. Definitely edgy and definitely effective.



5 CONJURE UP NEW ANGLES FOR EXISTING CONTENT

When you're trying to develop new content ideas, topics or themes, taking stock of what you have is the best way to start. Conduct your own content audit or hire an agency to conduct a thorough, professional audit for you. Once you know what you have and how much is still usable, use it as a jumping off point.

- **Repurpose.** Take a foundational asset, such as an eBook or white paper, and pull insights to create a series of shorter, more snackable pieces like infographics, checklists, Q&As or motion graphic videos.
- **Reversion.** When you reversion content, you're using most of your existing information but refining the messaging slightly to speak directly to specific industries or roles. For example, you may have a white paper targeting professionals at the manager or director level and revise it to target C-level executives. Or you may have a piece targeting retailers and reversion it for hospitality or services companies.
- **Give it a theme.** Don't be afraid to incorporate timely events or general themes into your content to spice things up. For example, tailor emails and content for the holiday season, Independence Day or another calendar holiday. Cultural or political phenomena such as election season, the Olympics or the Super Bowl are also low-hanging fruit opportunities to add a theme to your content design or messaging.



[DOWNLOAD THIS CHECKLIST](#) TO LEARN HOW YOU CAN REPURPOSE, REVERSION AND REFRESH YOUR CONTENT FOR MAXIMUM VALUE.



6 TELL STORIES IN A MORE INTERACTIVE, VISUAL WAY

Respondents to [Demand Gen Report's 2016 Content Preferences Survey](#) said that they have less time to read long-form copy and they're looking for shorter assets with more visual content — think infographics, case studies and blog posts.

Here are some quick tips:

- Try adding interactivity to more visual formats. If your audience is inundated by an endless supply of infographics, consider creating an interactive infographic. Or put a new spin on E-books by making them more visual and interactive gBooks.
- Embed pre-filled Twitter and LinkedIn posts, videos or audio files into E-books or case studies. Use assessments, quizzes or polls to get your buyers to share their strategies, pain points or opinions in an easy way.
- You can also get creative with design. Stylize headlines or specific words in callouts to make your copy come alive.



MAKE THE RIGHT DECISIONS FOR YOUR INTERACTIVE CONTENT.
[THIS CHECKLIST WILL HELP.](#) 



7 EMBRACE THE INTERWEBZ

You may think the best way to create content is to lock yourself in a room with just your computer. But the web is teeming with so many great tools and apps designed to get your creative juices flowing. Turn to them for inspiration — you may even find a gold-star idea that you want to move forward with. Here are just a couple of examples:

- Portent’s [Content Idea Generator](#) is a fun way to enter a subject and brainstorm headlines.
- Try HubSpot’s [Blog Topic Generator](#) to get “a week of blog topics” on any subject. Some of these ideas could even be expanded upon or repurposed for longer form assets, such as checklists, best-practices guides or E-books.

RECHARGE YOUR CREATIVE BATTERY

The ideas in this checklist were concocted to help you recharge your creative battery. It’s time to push the content creation limits and have fun with your storytelling, messaging and design approaches. When you do, your brand will stand out, break through the content clutter and connect with your audience. Sometimes testing is the only way to see what approach works and what doesn’t. **Dare to push the envelope.**



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