



WHAT IS REQUIRED OF **CONTENT** LEADERS TODAY

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HOW TO STRUCTURE A MARKETING TEAM: CONTENT

Today, content needs to be customer-centric, innovative, and remarkable. People want high quality, useful, engaging content that is relevant to them. They will tune out what they're not interested in.

When content is done right, it has the power to attract, retain, and connect with audiences. It is a powerful tool in building trust and forging lasting bonds.

While AI can tick off some of the content development boxes, it will never replace the value that a content guru can bring to the marketing team.

WHAT IS REQUIRED OF CONTENT LEADERS TODAY

TOP 5 CONSIDERATIONS



STRATEGIC PARTNERS/VENDORS

**MARKETING
STRATEGY**

LEADERSHIP

TECHNOLOGY

CONTENT

TVRZ
TTAW
CCAD
HAEW
JJAS
RRAP

1021 ▲ 0721
0724 ▲ 0724
1024 ▲ 1140
0724 ▼ 0724





1. **A RELENTLESS FOCUS ON CUSTOMER EXPERIENCE (CX).**

First and foremost, content leaders need to be laser focused on CX. This requires an in-depth understanding of customers' needs along the entire customer journey. While more content is better than less; relevance is always critical.

2.

A GENUINE PASSION FOR POSITIVE CONNECTION.

Strategy provides the direction and technology offers the tools, but content is what speaks to customers and creates connection. Today, there needs to be a leader on the core marketing team who promotes a culture of connection based on genuine care for what customers need.





3. **A COMMITMENT TO CONTINUAL IMPROVEMENT.**

To be successful today, content leaders need to have a mindset of continuous improvement and optimization. They need to leverage data, measurements, and feedback to continually adjust content in real-time.

4.

AN IN-DEPTH UNDERSTANDING OF CONTENT FORMATS.

A content leader needs to provide direction on what formats will be most digestible for which audiences, e.g., short, long, video, audio. They also need to champion the brand voice and use it consistently across all formats.





5.

A PURSUIT OF THE REMARKABLE.

It can't be overstated just how important content is in our current environment. Today we live in a culture of rapid consumption. Marketing teams must assume that customers have informed themselves on products and brands. In today's bustling online world, content leaders need to strive to be remarkable. Remarkable content will help the company stand-out and raise the bar on the level of CX being delivered.