

WHITE MARBLE

Content that works hard for you

How to get your message in front of the right audience, at the right time and in the right way

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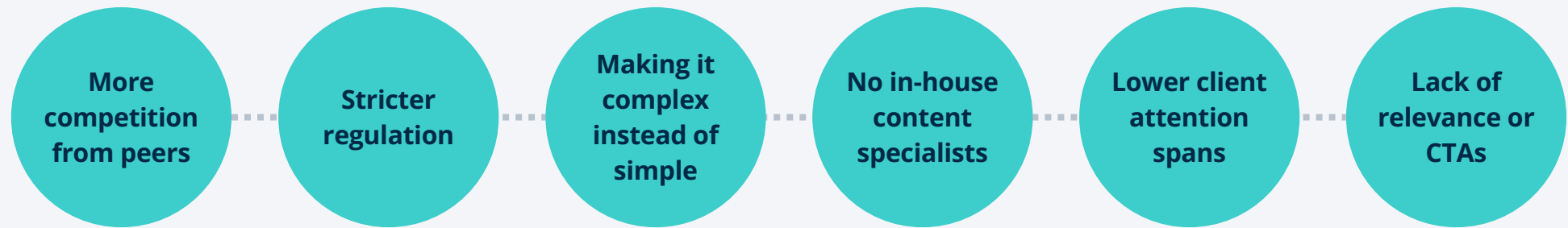


Table of contents

Getting content right is not easy	3
Marrying the 'why' with the 'so what?'	4
Let's get strategic	5
Bringing your strategy to life	6
Distribution and data	7
Our end-to-end solution	8

Getting content right is not easy

Content is hard. There is no point dancing around that particular reality. There are a number of reasons asset and wealth managers are struggling to truly differentiate and engage with prospective clients in a meaningful way. Chief among them are:



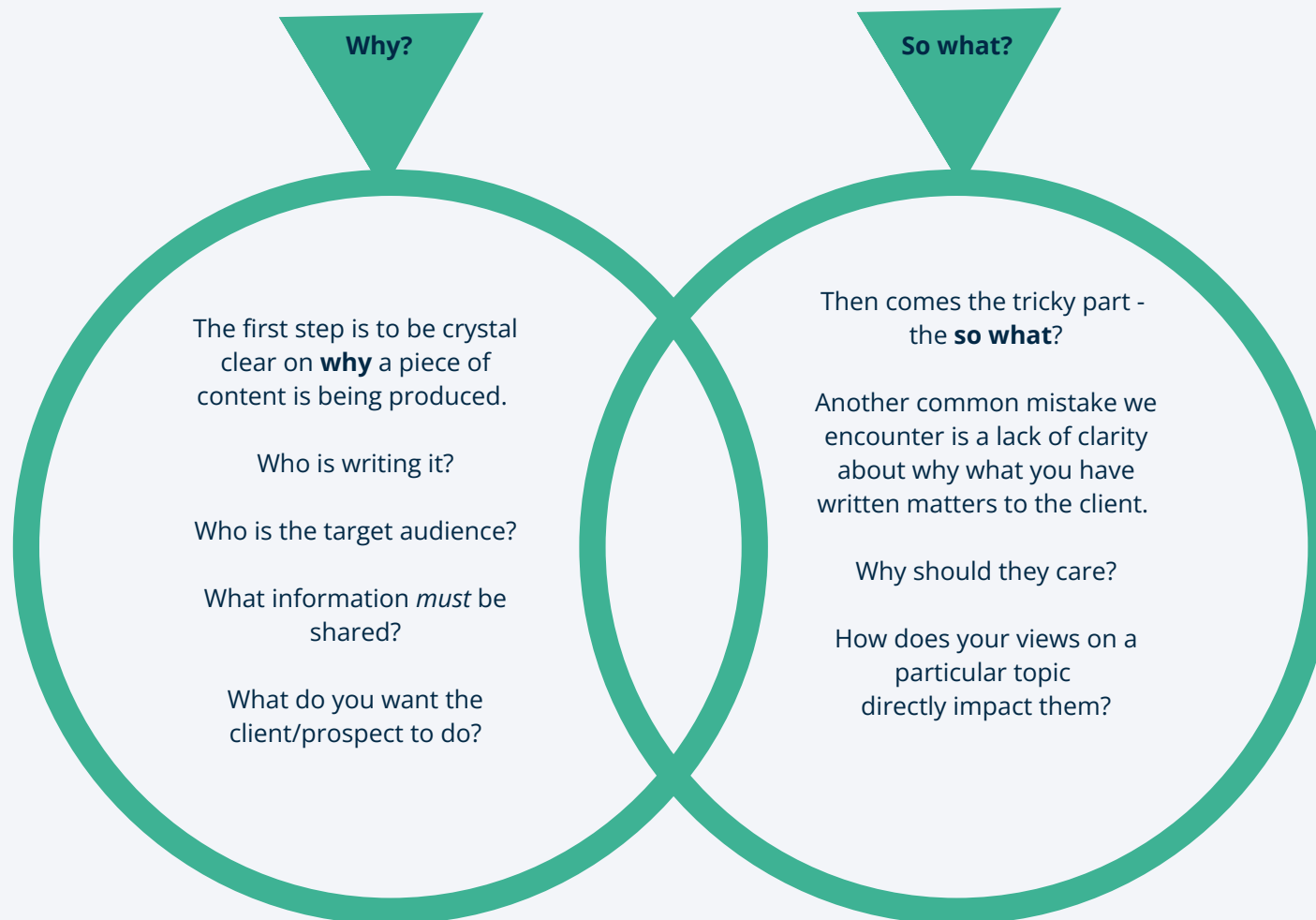
Common issues White Marble Consulting encounters when auditing client content

Too long	Readers are being asked to devote more time than they are willing / able to give
Too technical	The language is excessive, academic or jargon-heavy
Too (in)frequent	Three emails per week is suffocating, while three per quarter builds no trust or traction
Too generic	It could have been written by any of your peers or reiterates a well-established point without adding anything distinct or insightful

Tip 1: Be crystal clear why you are writing each piece of content

Marrying the 'why' with the 'so what'

Your audience is busy. They are inundated with content, which makes it incredibly difficult to stand out from the crowd. If prospects and clients feel there was no genuine or clear purpose behind what you have sent them, they will likely start to feel you are wasting their time.



White Marble's four-stage approach to a content audit

Assessing

What do you already produce?

Defining

What it is you want to achieve

Aligning

Your approach with your goals and objectives

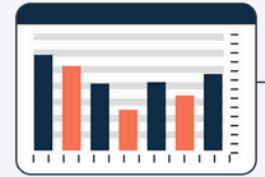
Recommending

Clear and actionable steps for you to implement

Tip 2: Build a content calendar

Let's get strategic

Building a content calendar pays dividends - provided it is **reasonable, achievable** and **flexible**. They should not be treated as a checklist; content calendars are more like living, breathing entities that require regular feeding. A good place to start is by dividing your content into three main buckets:



Evergreen

A bank of information that is not time sensitive, which usually only requires an annual review to ensure it remains fit for purpose.

Builds credibility

These pieces of content are generally non-negotiable and will form the bedrock of your content for the year; annual reports, research etc.

This can be mapped out at the start of the year, with roles and responsibilities assigned.

Reactive

How you respond to emerging events.

Establishes authority

A process must be created so that when any team identifies an appropriate topic, they know the steps to take to get content created that showcases your company's expertise and insight.

Speed to market is the make-or-break element here.

Proactive

Getting your key messages into market.

Leads the conversation

This involves senior decision makers across the company who have insight and oversight of key business priorities.

Setting up an editorial board can be invaluable.

Tip 3: Do not let momentum slip

Bringing a strategy to life

Having dedicated time, budget and resource to building a content strategy, the execution phase is generally where momentum slows.

Calling on a third party like White Marble can alleviate pressures and avoid bottlenecks as we can support or lead on:



White Marble's approach to a strategy

Taking the theoretical and making it practical is the most challenging part of putting any plan into action.

We can serve as **strategic advisers** offering an outside perspective and share insights into areas such as best practice, process implementation, team structure, building out a content capability from scratch or improving one that is already in place but not delivering as it should.

Tip 4: Crunch the numbers

Distribution and data

Once created, the tendency is to send the content out once and then move onto the next piece. But that is not putting your content to work. How it is distributed is just as important as how it is written/created.

Where an end-to-end process is in place, the 'why' and the 'so what?' (as outlined on page 3) will play key roles in deciding how to distribute your content. This must be clearly established from the outset, as it will also inform how the content is written.

All content should exist within an eco-system and not lead the reader to a cul-de-sac. Each piece is a stepping stone in their journey to understand your company, brand, views, insights and, most importantly, how you can service their needs.

For bigger, more time- and resource-intensive pieces, such as white papers, research projects and even annual reports, one of the biggest mistakes we see at White Marble is a failure to use the content to the fullest.

From a single white paper, there are numerous secondary and tertiary assets that can be curated and deployed – blogs, webinars, podcasts, social media posts etc. All should lead the reader back to the hero piece. It must be leveraged to its fullest potential.



If one channel does not deliver the desired results - try another. Or try a different approach. A/B testing will help gauge what your target audience most responds to.

Analytics tools

To name but a few...



Google Analytics



Hootsuite



Hubspot



Hotjar

Using collateral to its fullest potential

A lot of work goes into a white paper - don't undermine those efforts by letting it languish on a shelf.



Webinar



Newsletter



Social posts

Tip 5: Call on the experts for help

Our end-to-end solution

There is a misconception that content is easy. Large asset managers typically produce far too much, while boutiques create too little.

Both are competing for attention in an increasingly loud and hectic marketplace. They also share time and resource challenges.

White Marble Consulting has the expertise and knowledge to partner with individuals, teams or entire companies to improve/streamline your process and make your content work hard for you.

For more information about how the team at White Marble Consulting can assist you at any stage of your content journey, please don't hesitate to get in touch via

helloUK@whitemarbleconsulting.com or
helloUS@whitemarbleconsulting.com

Other ways White Marble can help elevate your content

Personas / CX

Identifying your core audience and opening up every engagement opportunity

Social media

Maximising the reach and impact of your content

Design

Making your content visually impactful

Beacon

Benchmarking your efforts against your peers

