



Content manifesto

Our creative heart

Peter Labrow

Content creators should have a manifesto

Publishing your creative ethos makes it easy for clients to see what you stand for; how you think; what you're willing to be counted against.

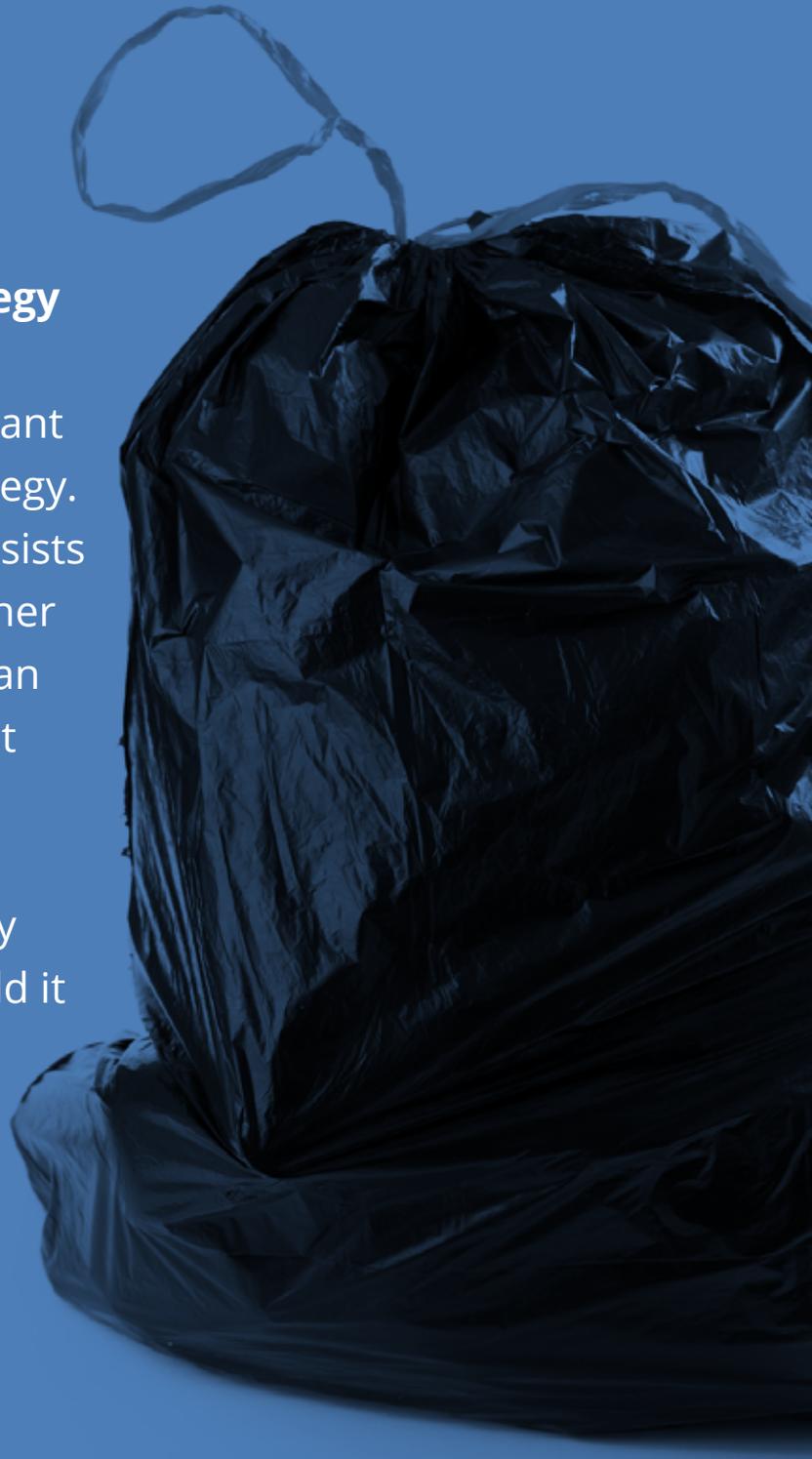
This is a précis of *our* manifesto; our creative declaration; our beating heart.

You can read it in full:
<http://content productions/manifesto>

Recycling garbage isn't a strategy

Shares and tweets are an important part of an online marketing strategy. But a content strategy which consists of nothing more than sharing other people's content is little more than noise – and, in many cases, is just the recycling of garbage.

You don't build a content strategy around content-sharing, you build it around content-creation.



Content should have real value

The best content scratches your customers' itches as successfully as paid-for content. It also adds value to your company – measurable value, via assets which can go on the balance sheet – rather than being a one-off lead-generation campaign.



Content that has a value to your customers also has a real value to you.

Content marketing isn't the only way

Some say that traditional marketing – the interruption of conversations, rather than creating or participating in them – is dead.

We don't really buy into that.

Content marketing is definitely changing what marketing is, but it's not wiping the slate clean. Ignore other forms of marketing at your own peril. And that's coming from a content-marketing company.



Ditch SEO. Create content.

Yes, ranking well in search engines is important. But even Google says that content is *more important*: “Keep in mind that your content should be created primarily to give visitors a good user experience, not to rank well in search engines.”

What Google is saying is that if you take care of the content, the search optimisation will take care of itself.





Great content strategies embrace all media

Each communications medium has its own benefits. So which should you use? The glib answer would be “all of them” and the truth isn’t too far removed from this.

How you select and use words, animation, motion graphics, video, audio, download documents (and more) is up to you. But don’t get tied to one. There’s no benefit and no need.

Content should work everywhere

This isn't just a technical challenge of 'making stuff work on mobiles'. Consider that most people are on the go, using small devices – videos need to be short, text clear and succinct – using natural, informal language.

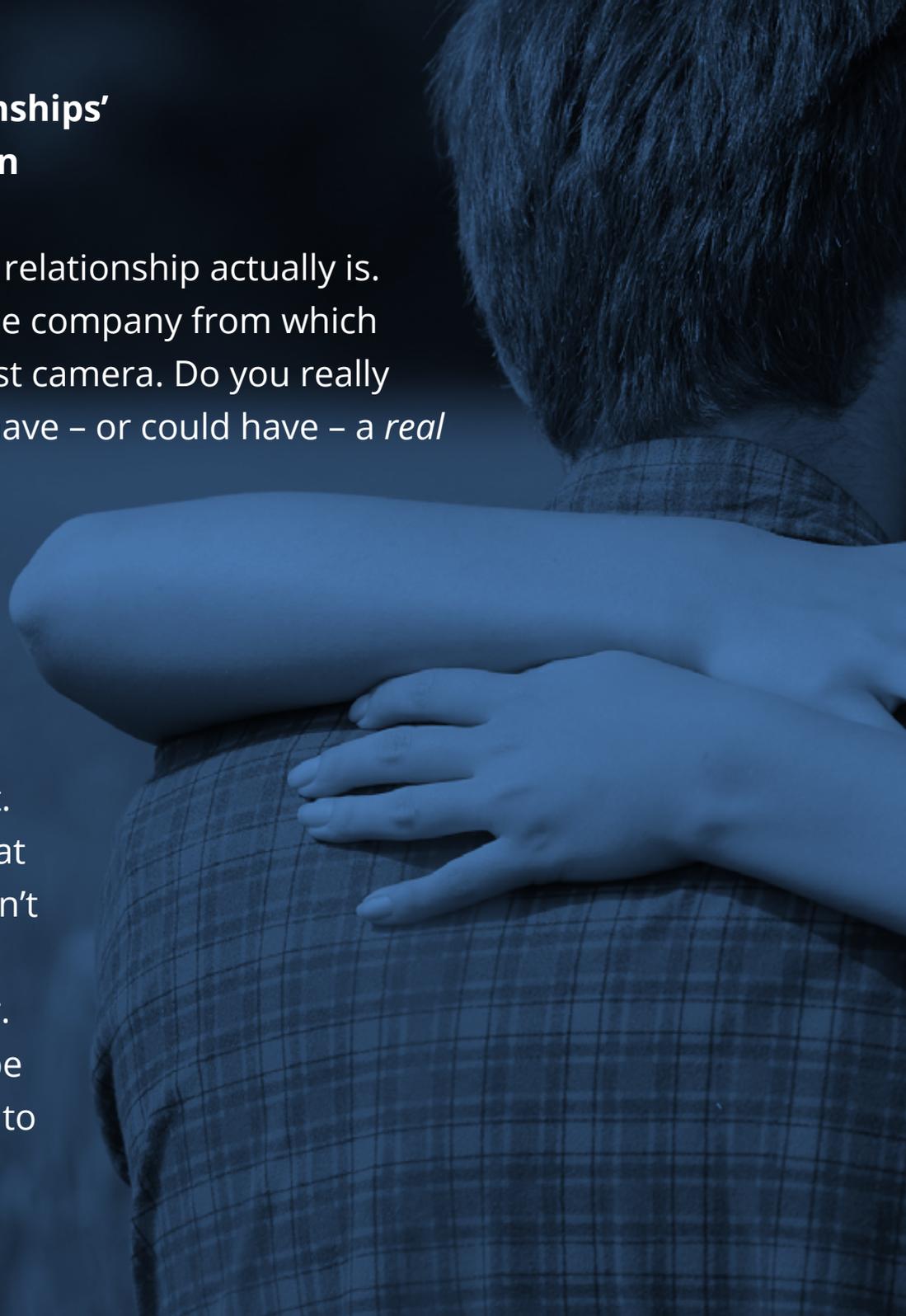
Only then does it work, properly, everywhere.



'Customer relationships' are (mostly) fiction

Think about what a relationship actually is. Now think about the company from which you bought your last camera. Do you really consider that you have – or could have – a *real relationship* with such a company?

Of course not. Sure, you want to build rapport and engender trust. But the reality is that your customers won't grieve if they move to another supplier. Relationships can be hard, but you have to work harder.





Give all of your content some love

Companies create, publish and distribute lots of content. Some of it is seen as strategic; some of it is seen as 'required' – it's not exciting; it just has to exist. But to have varying standards of execution leads to a fragmented message – and inconsistent language dilutes your brand.

You can't afford to painstakingly labour over every piece of content – but at least consider it. It all deserves *a little* love.

About the author

Peter Labrow is an experienced content-marketing specialist. With a career spanning over twenty-five years, Peter has created website content since the early days of the Web – including copy, images and video. Peter has worked with companies large and small to develop content-marketing strategies which are a perfect fit for them, with a specific focus on business-to-business and services organisations. Peter is a Fellow of the Institute of Copywriting. He has also written a top-selling horror novel.

<http://content productions>