

redactive

How to thrive in 2023

5 stellar ideas to accelerate your content and publishing success
(plus top tips and award-winning case studies from the Redactive team)



One of the many reasons we love working with membership and professional organisations is because in the game of content, they are already ahead. Experts in their fields. Working in specialist – often highly niche – sectors. And most typically with a wealth of information, insights and learning resources just waiting to be transformed into irresistible content assets by Redactive’s talented team.

So we want to end the year sharing our experience and expertise. Offering practical tips and advice to ensure 2023 is a year your organisation truly thrives through the content it delivers. (Of course we’ve got far more than just 5 stellar ideas. And if you’d like to hear them, or need some expert support to create award-winning content, we’d love to help.)




Publish with purpose

Could you be suffering from content anxiety?
That unpredictable, irresistible urge to create content for creating content's sake.

With **4.4 million new blog posts published every day,** 

it's safe to say that publishing quantity over quality is an all-too common condition.

All the more shocking when it is estimated that between **60-70% of content created by B2B marketers ends up unused.** 

That's why Redactive advocates 'publishing with purpose'. Keeping our clients' objectives top of mind from the very start of the content generation process. Brainstorming and workshopping collaboratively to filter out only the ideas that answer audience needs and achieve business goals.



purpose

There are undoubtedly 10 reasons why you should write that next listicle. But before you start any form of content creation make sure can answer these questions first:



Does it align with the organisation's vision?



Will it help meet a wider business goal?



Is it relevant and valuable to the audience it is targeting?



What will make it stand out as gold-standard within the industry or profession?



Which KPIs will measure its success?

Be strategic

Yes, we know. You're fed up with being told you need to nail your content strategy. And indeed the industry seems to have reached an impasse. Latest research from the

Content Marketing Institute

reveals that "the year-on-year needle is stuck at around only 40% of marketers having a documented content marketing strategy".

But with the same 2023 insight report revealing that 71% of content marketers say content marketing has become more important to their organisation over the past year. And nearly two-thirds (64%) of the most successful top performers having a documented strategy in place, we're going to go one better. Not just reiterating the importance of a strategic approach to your content marketing plan – but providing an idea of what that strategy document should look like and how to get started.



Strategic

At the outset of every project we work with each client to produce a content strategy matrix. Mapping out how we will align content to their goals, cater for the information needs of all key stakeholder groups, the channels that we will use to distribute it, and how it will be measured. Imperative is that:

A documented content strategy is an organic document - shaped by a constant learning process and evolving over time

This evolution is underpinned by a process of insight, creation, distribution and analysis

It serves every stage of the customer journey or funnel

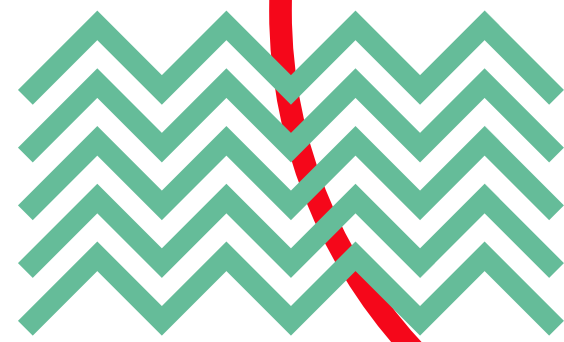
Identifying CTAs to direct readers/users to further resources within the client's content ecosystem

Assigning goals to assess effectiveness

Measuring performance over time

With input from client and agency alike





Think 360

One of the greatest challenges of creating content for membership audiences is the breadth and diversity of the people it must serve. At different stages of their professional lives. Perhaps in geographical locations around the world. And most certainly with varied media consumption preferences and needs.

A one-size-fits all solution just won't stand out or stand up to the demand for content delivered to the right audience at the right time and through the right channel.

Taking a 360-degree approach at the commissioning stage of each piece of content means considering its potential for optimisation in every format – text, infographic, audio, video etc – and how it can best be distributed via multiple channels. So filming and recording a magazine interview to be edited for a podcast and YouTube broadcast, for example.



With B2B content marketers reporting they spend an average of 33 hours a week creating content, it's an efficient way to produce a suite of top-quality assets in content formats that will resonate with a variety of target audience segments or personas. It's also an extremely cost-effective way to ensure content is used to its full potential across the board.



Case study: *IOSH magazine*

When the new head of the Health and Safety Executive, Sarah Newton, was appointed in November 2020 she only gave one business publication an interview – *IOSH magazine*. A tremendous coup that was exploited to its full potential across *IOSH's magazine* content ecosystem:

- **Longform interview for print**
- **Website story**
- **Podcast**
- **eNewsletter and social media promotion**

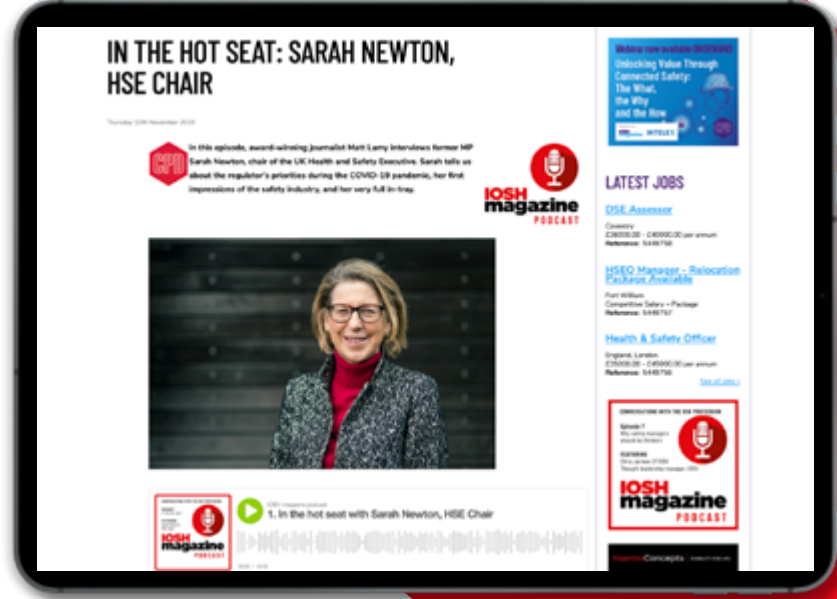
Read the full case study on the **Redactive website.** 



EXCLUSIVE INTERVIEW

SARAH NEWTON, CHAIR OF THE HSE

The regulator's chief marked her appointment by giving only one trade magazine interview - to **IOSH magazine**.



 This interview kicked off our podcast series in style

“Just wanted to pass on my appreciation and congratulations on the new-look *IOSH magazine*. I've read it this evening cover to cover - compared to previous issues, which are mostly unopened and unread. The new style and topics covered are specifically in line with the training I am delivering currently.”

Stephen Maunder, Training and Development Manager, Graduate Member

Forge profitable partnerships

There's an intriguing debate raging over the value of hypertargeting right now. With **LinkedIn's B2B Institute** going as far as identifying it as the

Greatest Media Mistake of the Past Decade. ✨

But as its authors point out, most hypertargeting efforts in B2B are powered by unreliable third-party data. And that's where membership and professional organisations have the edge.

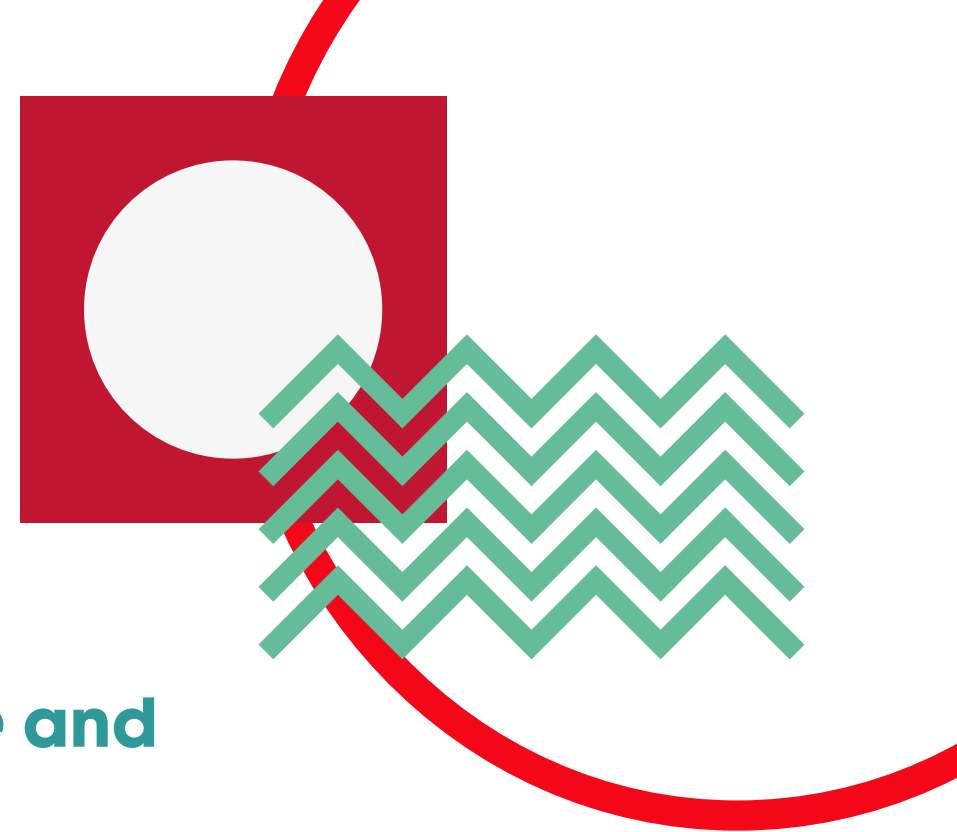
Redactive clients have first-hand relationships with highly targeted, niche audiences that offer immense value to brands. And increasingly we are helping them to monetise this connection by brokering mutually beneficial partnerships through the content we create.



Brands reach the people they want to engage in dialogue. And by aligning themselves with our clients' owned media brands, they deliver innovative content that can't fail to get noticed – and establish trust.

Case study: *First Voice* and Dell Technologies

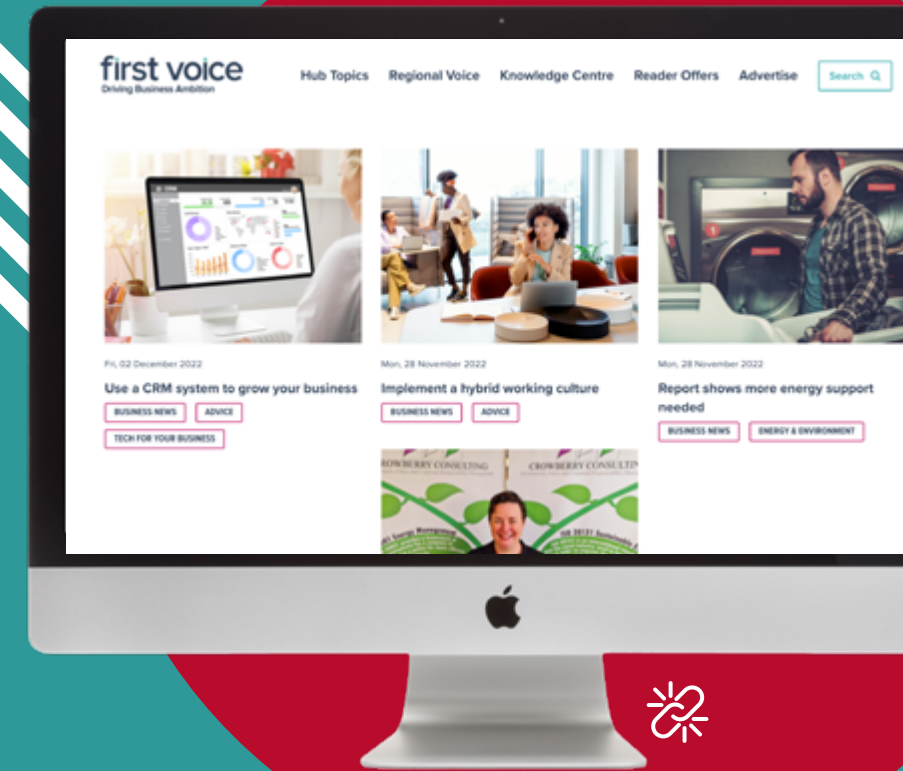
When Dell Technologies set its sights on becoming 'the tech brand that truly champions small business' a partnership with the **Federation of Small Businesses (FSB)** and its owned media brand *First Voice* was an obvious fit.



case study

Over the past two years, the tech giant's messages have been embedded at the heart of small business interests within *First Voice* channels in a programme of ever-more creative sponsored content formats, including:

- **Blogs**
- **How-to videos**
- **Video interviews and fireside chats**
- **Sponsored webinars and podcasts**
- **Virtual events**
- ***First Voice's* first digital edition between publication dates focused on tech**
- **Social media posts**



Read the full case study on the Redactive website.



Help save the world

In 2023 organisations will need to make sure that their environmental, social, and governance (ESG) processes are at the centre of their strategy, says a report by

 **Forbes.** And Redactive is doing its utmost to support our clients' journeys to net zero.



Through our own actions, and by inspiring others, Redactive has committed to reducing its carbon footprint in line with the Paris Agreement's 2050 goal.



In 2018, we pioneered 'naked' mailing in the membership sector (distributing publications without wrapping) to rapturous acclaim from clients and members alike. And there are many more initiatives we can employ to help clients boost their environmental credentials, including:

Compostable and sustainable wraps

Sustainable paper sources that enhance forestation and support carbon offsetting

Prominent messaging to encourage recycling or composting

Multichannel strategies that develop the effectiveness of digital content alongside print



One minute on redactive



UK's leading content and publishing services agency for membership organisations

Creative content that engages, educates and influences audiences

Core channels – print, digital and live events

Digital content creation expertise – video, podcasts, webinars



Established in 1981



>40 current membership clients



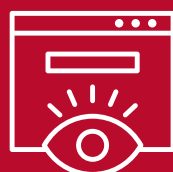
£18m annual turnover



over £10m from advertising & sponsorship



110+ employees



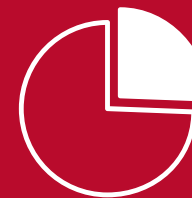
3.5m users of our client-branded websites per year



321,000 members engaging with Redactive audio-visual content in 2021



50+ successful client events (virtual and live) over 2020/21



14m+ people in the UK read Redactive's magazines – 28% of the adult population



37 publications (217 issues) produced for membership organisations in 2021



More than 25 industry awards since 2019

connect

To discuss how Redactive could connect you with your customers or members, please get in touch with:

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