

Top 5 Must-Haves to Run Content Marketing Better

The key capabilities your team needs to execute – flawlessly.

The results are in: Content marketing leaders just like you have spoken.

While 2022 will bring about (even more) change, one thing is for certain...

In the latest *Welcome* x Sirkin Research study on content marketers' 2022 priorities, content marketers said they're laser-focused on:

- + Creating standout content that seizes their audiences' attention
- + Scaling content production
- + Demonstrating how their content impacts their organization

But you and your team can't ace these objectives without the right systems.

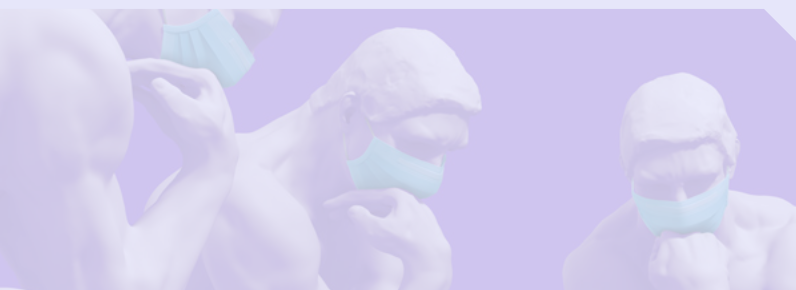
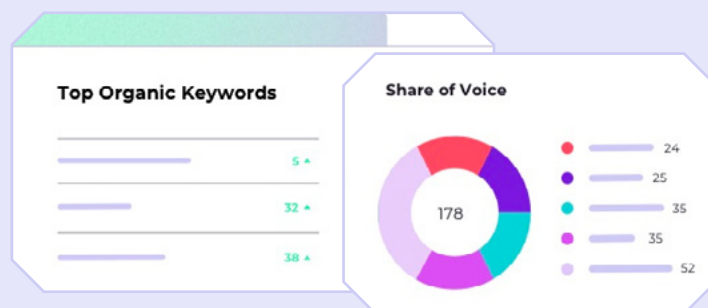
This cheat sheet is designed to help you identify the tools you and your team need to execute flawlessly in 2022, as well as evaluate how your current solution stacks up.



Must-have #1: Data-driven Insights

- ? Does your ideation process consist of manual, time-consuming, and (let's be honest) rather arbitrary team brainstorming sessions?
- + Since ideation is the root of all content planning, make sure you're deriving ideas from real, concrete data – not just your team's creativity. Tap a tool that uncovers content opportunities – using the SEO, keyword, competitive and topic data relevant to your brand – to base your next brainstorm around.

FYI: *Welcome* transforms your ideation and content planning into an efficient, data-driven process via the Idea Lab module.

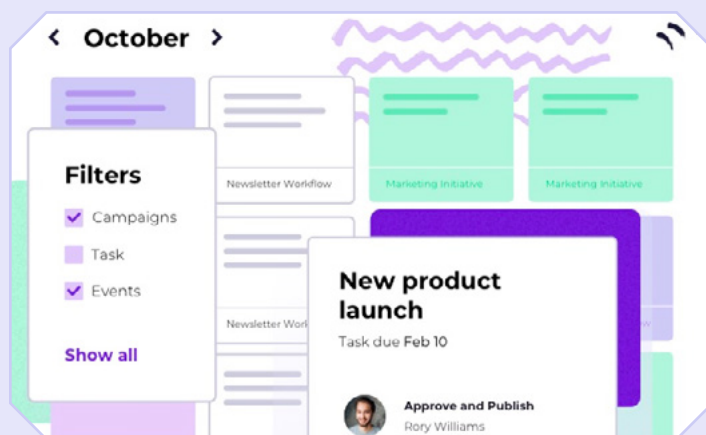


Welcome's Idea Lab is a one-stop-shop for content research: By aggregating SEO and social trend data, helping you quickly verify search demand for existing topics and keywords, the Idea Lab pinpoints new ways you can reach your audience.

Must-have #2: Easy-to-Use Planning Calendars

- ❓ Do you have the necessary visibility into what your team is working on? Can you quickly see...
- > when your team's content is scheduled to be published,
 - > where content will be published (which channels?),
 - > and which audience segments each piece is intended for?
- + If you answered "no" to any of the above, a strategically designed calendar you can use to get a quick overview of all content plans can't hurt.

Having an easy-to-read, highly visual, and completely shareable marketing calendar is critical for maintaining visibility and delivering great experiences.

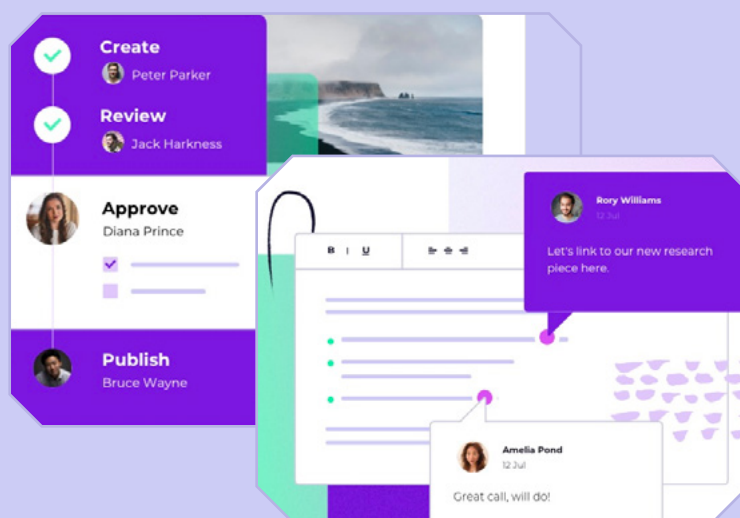


With beautiful and color-coded calendars, *Welcome* allows you to stay on top of all your content planning and publishing — in one location.

Must-have #3: Customizable Content Workflows

- ❓ How large is your team of content writers – and do you have the right processes set up to help them collaborate effectively?
- Are you able to get a series of content assets out the door (on-time) to support a big campaign or range of topics?
- And are you able to quantifiably measure the quality of that work?
- + Make sure you're equipped with a tool that doesn't just measure content performance – but that also measures your team's ability and capacity to deliver that content.

Welcome streamlines your team's content operations while surfacing insights to optimize content production.

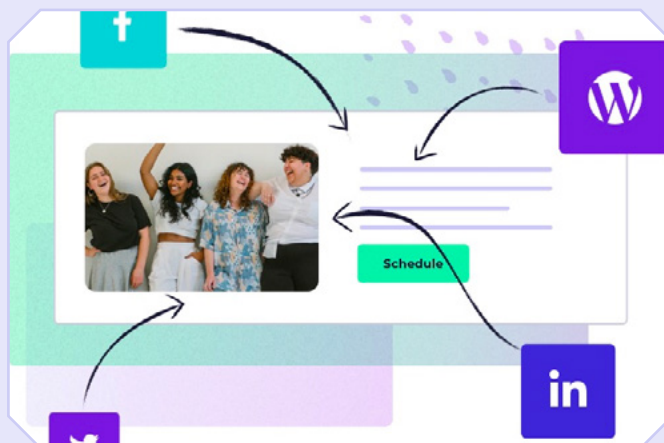


The powerful text editor, customizable workflows, automated alerts and notifications, and built-in content scoring system (giving writers feedback for SEO and readability) are just a few *Welcome* features that will help your team create exceptional content — fast!

Must-have #4: Seamless Publishing Integrations

- ? What good is spending hours perfecting the storyline...if your content never reaches its intended destination?
- + According to Sirius Decisions, nearly 60% (!) of content produced doesn't get published where it's supposed to. *Or at all.* Which results in a lot of wasted time and effort.

Easily push your approved articles, blogs, and other content assets to your most important downstream systems — CMS, social tools, marketing automation platforms, anything.



Welcome's robust content creation capabilities, working in tandem with a suite of publishing integrations, make publishing and distributing content as easy as clicking a button.

Really. *Welcome* has a button for that.

Must-have #5: Content-Centered Analytics

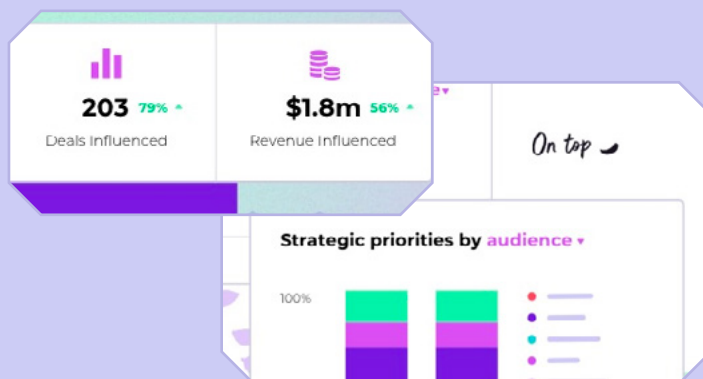
- ? Be real with yourself: Are you publishing content for the sake of publishing it?

Do you have a keen sense of what's working, and why? Or why not?

Is your system able to attribute your content to individual leads and ultimately, revenue?

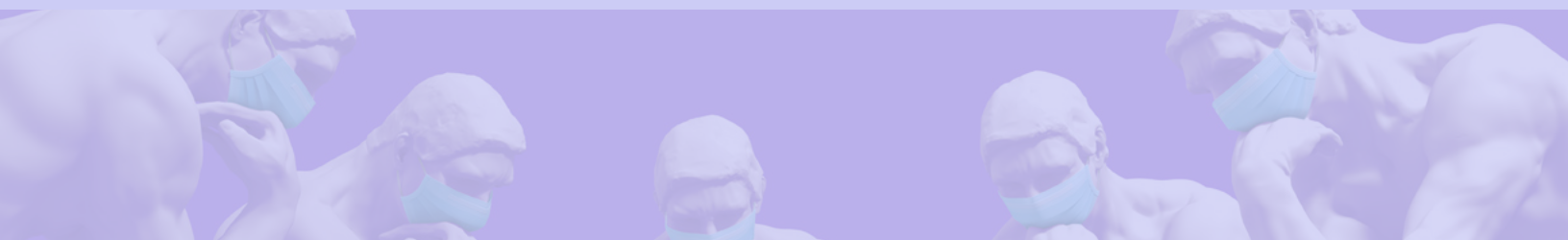
And most importantly, are you able to justify your content budget to the rest of your org, and demonstrate its impact on your business?

- + Use a tool that helps your team work smarter (not harder) making it easy to see the metrics that matter to your organization. And help you cut unnecessary work.



With *Welcome* Analytics, you can clearly determine what's working, optimize what isn't, and demonstrate the ROI of your program. How?

Welcome identifies which of your content initiatives is driving the most traffic, how engaged your audience is with your content (not just how long they had a webpage open) – and helps you capture and quantify how your content drives your audiences' actions.





Welcome was named a 4x Leader by Gartner, positioned highest for 'Ability to Execute' for 4 years in a row

Gartner, Magic Quadrant for Content Marketing Platforms, Nicole Greene, Rick LaFond, 22 March 2021

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