

# The Content Marketing Triple Threat:



Content marketing is important, but it's not easy. Especially for big businesses that crank out tons of content to fuel their goals. Why? Because even though they have the advantage of lots of resources and healthy budgets, their organizations are way more complex.

Just think about it. Big corporations can have armies of content creators to wrangle. They can also have loads of company-specific lingo they need to include in the right places, at the right times. And they're usually up to their necks in regulations that make legal and compliance reviews essential. Then, there's the mammoth task of translating all that content into multiple languages for global audiences. And those are just some quick examples.

Over the years, we've talked to a lot of big companies about their content challenges. And while the list is long, we've boiled them down to the ones we see most often. That leaves us with three main pitfalls big enterprises should avoid if they want to succeed with content marketing. Taken alone, each one can disrupt your efforts. Put together, they represent a triple threat that will cost you time and money and derail your hard work.

**Let's take a look at each pitfall  
and what you can do to avoid it.**



# Pitfall #1: Misalignment



Big enterprises usually aren't short on strategy. But that doesn't mean they're able to easily align their content with their strategy.

Big companies usually spend lots of time thinking about style, clarity, and consistency, only to create style guides they never use. They agonize over personas, only to create generic content that isn't tailored to those personas. They devote time to developing a differentiated brand voice that others simply don't adopt.

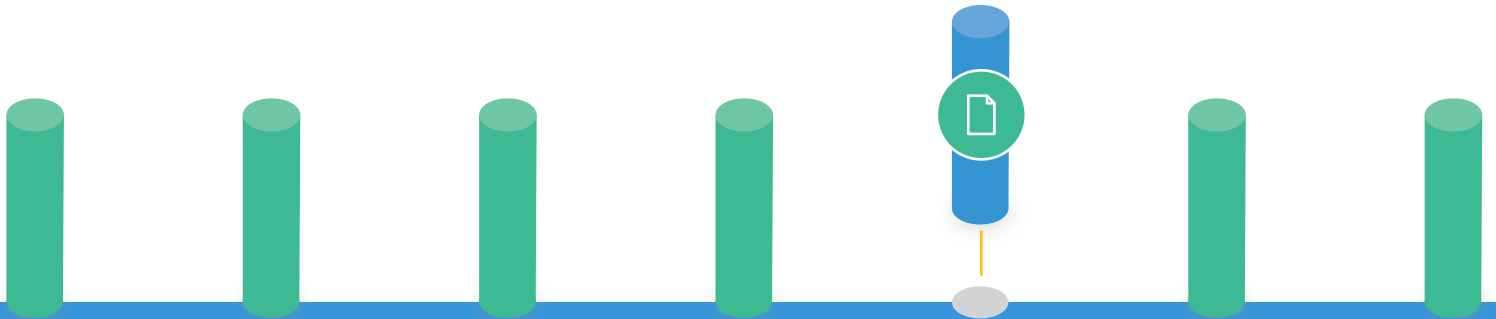
And, the problem only gets worse when companies have freelancers and external agencies creating content. Third parties and other content creators who aren't involved in the day-to-day operations are almost always removed from the strategy and wind up creating stuff that's out of line.

Just to be clear, you can get by when your content and strategy aren't aligned. But, it's a major stumbling block that can keep your company from thriving. That's because you wind up creating lots of content, without nearly the same bang for your buck.

So what can you do to prevent this from happening? Documenting all of the different aspects of your strategy is the first step. But as we've seen, that'll only take you so far. The trick is to also find ways to ingrain that information into your content creators' minds. That means getting them up to speed from day one as part of the onboarding process. It also means providing frequent training. Not only that, it's important to make sure your strategy never becomes stagnant, but rather adjusts as necessary, over time. Likewise, everyone needs ready access to it.

Let's be honest. This approach can definitely work in theory, but in practice... well, that's another story. Even the most diligent content creators rarely consult style guides and strategy documents as often as they probably should. And constant training, while effective, is costly and time-consuming. Plus, sitting through training sessions doesn't exactly do much for productivity or morale. You need a better way to make this all happen.

Luckily, with the right technology you can automate much of this work so that your content and strategy are always in sync.



# How Acrolinx aligns your content to your strategy

Acrolinx captures your content strategy, taking in all of your company's unique preferences for things like style, tone of voice, words and phrases, and more. You can also teach it the variations you want for creating different types of content or targeting different audiences. It then uses that strategy to offer guidance to your content creators as they write, flagging places where their writing deviates from those preferences.

You can also score your content with Acrolinx, so you're able to establish a baseline and track how it's improving over time. And powerful analytics help you to measure your content performance against your goals, gauge the quality of your content, identify content issues before they make an impact, and gain lots of other helpful insights.

## Pitfall #2: Low quality and inconsistency



One of the biggest challenges for any enterprise is consistently creating high-quality content. While it's easy to maintain high standards with a finite number of talented content creators and a team of editors, that's not the reality for most enterprises. Large organizations can have dozens, hundreds, or even thousands of writers creating a lot more content than their editors can handle. That's especially true when many of the content creators aren't professional writers or even native English speakers.

Make no mistake: Content quality is essential. And not just on the front page of your website or your company's latest tweet or

social share. You need to maintain a high level of quality in every piece of customer-facing content your organization creates. That includes everything from the deepest pages of your website, to your customer service FAQs, to any technical documentation you publish. And it's not just the stuff that your marketing and product teams are creating. The truth is that these days content can come from virtually anywhere in the organization. And (no pressure), it all needs to be great.

The bottom line is that when any piece of your content has errors, is long-winded, unclear, inaccurate, or uses the wrong tone of voice, it can change the way that prospects and customers perceive you. That means quality is essential across the board. But so too is consistency.

Consistency helps maintain clarity and creates a better overall customer experience. The idea is that when prospects or customers interact with your brand through your content, you want to give them a consistent experience no matter where that interaction takes place. Your content shouldn't only use terms, spellings, and punctuation correctly and consistently, it should also sound the same no matter who wrote it. That goes a long way toward ensuring customers feel confident about the value of the information you're providing.

One way to maintain quality and consistency is to have a dedicated team of skilled editors who can review all of your content before it's published. But this is a time-consuming and costly solution, particularly at scale. If your company publishes many thousands of documents every year, you're going to need a slew of editors to review it all. Even so, there are still going to be bottlenecks that slow things down and increase your time to market. Here again, technology offers a solution.



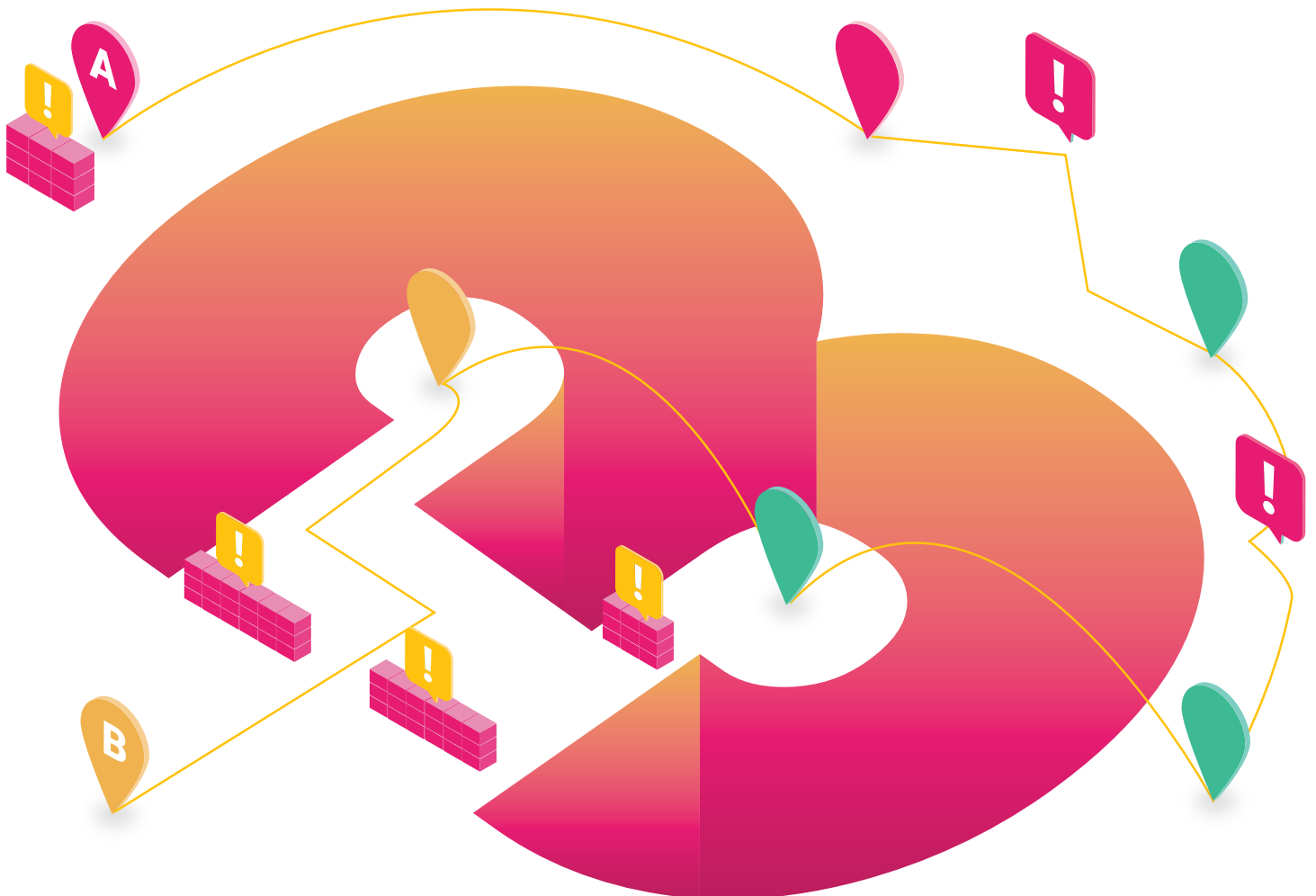
# How Acrolinx enables quality and consistency

Acrolinx is like a personal coach for your writers that offers targeted guidance to help them create the best content possible. Good mentors can sometimes offer this support in small companies, but otherwise it's virtually impossible to do at scale. Content creators can use the Acrolinx platform to score and review their writing, and identify an array of issues from spelling and grammar mistakes, to words and phrases they've misused, places where they haven't been clear and consistent, and even where they've moved away from your company's unique brand voice.

## Pitfall #3: Inefficiency

Creating great content is never an easy process. It takes equal parts time, discipline, and inspiration. Since it's already a difficult process, you don't want to do anything that could potentially make it harder or slow the process down. But that's exactly what happens when content creators have to waste time searching for the right terms or looking up company-specific style preferences. Or worse yet, when they make assumptions about what's correct and leave it to their editors to sort out.

Then, there's the question of the time that editors need to spend reviewing all that content to make sure it's error-free and aligns to the company's standards. Finally, there are the essential legal and compliance reviews. Depending on your industry, your content must comply with any number of regulations to avoid putting your company at risk.



While important, all of these steps can dramatically slow down both the content creation process and your go-to-market timeline. At big corporations, even relatively simple pieces of content can get bogged down and take much longer than expected to get out the door. In the long run, that just slows the business down, which can negatively affect results. Unfortunately, no one is going to accept inefficiency as an excuse for fewer leads, lower conversions, a lack of thought leadership, or a failure to build brand awareness and trust.

One potential solution is to have documented, well-refined processes that dictate exactly how things will work and in what time frame. While that won't make the challenge of content creation any easier, it can go a long way toward making things run as smoothly as possible. To really ramp up efficiency, though, you need technology that can help automate some of the more time-consuming parts of the job.



# How Acrolinx makes content creation a more efficient process

Acrolinx removes all the doubt from content creation. Writers don't have to wonder if they're using the right terms, writing in the right tone of voice, or even if they're making grammatical mistakes. The platform monitors all that and guides them to make whatever changes are needed. That makes their lives easier, but it also makes everyone else's easier too. Editors don't have to spend time looking for low-hanging fruit, but can instead hone in on making more substantive changes. Content owners can ensure their materials get to market faster and that they're aligned with the right strategy. And, legal and compliance teams can feel confident that all messaging reflects the correct legal language and readability, so the company avoids penalties or worse.



# Avoid the pitfalls, embrace technology, reap the benefits

If you manage content for a large enterprise, you know there are zillions of obstacles that make content marketing difficult. Far more than we've covered here. But we think these three pitfalls can do a lot of damage if you overlook them. By taking the right steps, and by using Acrolinx, we're confident you'll be well positioned to deliver strategy-aligned content that's clear, high-performing, and of the highest quality — pushing you ahead of your competitors, right into the winners circle. All good things on any day!

[Ready to learn more about Acrolinx?](#)



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