Lucid Eloquence
Technical & Creative Communication Services

Content Marketing Mistakes and Their Solutions for Technical Innovators

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Introduction

The objective of technical content marketing is akin to a good university faculty member. As they teach good quality originally researched material well -- day to day, week to week, month to month, year to year -- interestingly and creatively, their reputation grows.

Eventually, their name becomes popular in academia and industry, creating a buzz whenever it is mentioned. It is not surprising that they become the authority in their field. Everyone who wants a solution in it approaches them. They become a thought leader.

In technical content marketing, the marketer strives to play the role of the Professor in terms of building up a reputation of a thought leader. In this eBook, we describe some common mistakes that technical content marketers tend to make that may tarnish their reputation as well as their solutions.

Action Without Strategy

Sure, we can start a car and drive to wherever we want, but if we want our journey to be meaningful, it has to be planned right. Likewise, digital technical content marketing requires that we make a strategy. Who exactly are we targeting? On which platforms? What type of content will we use? How frequently will be using it? What are we aiming to achieve?

Posting regularly might elicit some response from the audience, but without an overall strategy, we do not have a blueprint to gain more clients regularly.

Thus, a thorough strategy is essential before taking any action.

Lack of Prospect Avatars

Part of the initial planning is to know who we want to target in our content marketing campaigns. Should we not know their professional roles, habits, lifestyles, preferences, education, etc.? To get to know our potential clients, we need to research as many details about them as possible.

After researching them thoroughly through surveys, web searches, and interviews, we need to create a detailed profile of the typical client we want to target. This is the avatar of our target group.

Thus, we need to have an avatar for our customer and the avatar must be defined in sufficient detail.

Irrelevant Content

A great strategy and a perfect avatar are of no use if they are not implemented properly. Once we have defined our strategy and avatar, we need to use them to define the type and contents of the materials we will be delivering to them. There is a fine line between making it too specific and too general. Again, the details of our strategy and avatar can help us.

Rather than sending out all sorts of content, we need to align it to our content marketing strategy. The content must be attractive, interesting, and useful to our prospects. While educating the prospect, it should also attract them to our brand through appreciation and respect.

Technical content should avoid any "fluff". It should be specific and should directly address the technical problem.

Thus, irrelevant content should be avoided in technical content marketing.

One Content Type

Some of us market products and services only using one type of content, e.g. only using blog posts. This is a mistake. For our message to reach our target audience properly, it needs to be sent in a variety of suitable content media.

Depending on our strategy and customer profile, we might want to use a selected subset of blog posts, white papers, case studies (success stories), magazine/web articles, conference papers, eBooks, videos, etc. Technical content typically includes white papers, conference papers, and articles although it might contain other types.

Thus, the choice of content type needs to be determined for technical content marketing success.

Lack of Quality

Nothing repulses the audience more than poor quality content – incorrect information, spelling and grammar mistakes, bad layout, low-resolution photos, etc. Content has to be king – something that is valuable to the audience. It should educate and solve their problem. It should look outstanding,

How can content marketing achieve its goals if the content is bad? It is like going fishing with bad bait. Quality is what keeps audiences coming back to our content. It needs to be up there.

To maintain quality, our research needs to be probing. Superficial research produces flimsy content. The topic needs to be relevant and useful for the expected audience. It needs to be delivered creatively with a flawless presentation. The whole process should be studied and streamlined so that the same high-quality content can be produced in the future.

Thus, compromising on quality is fatal for technical content marketing.

Lack of Creativity

There is a lot of competing content out there. Some of it is great. There was a time when Search Engine Optimization (SEO) was enough to make our work stand out in searches. That is not true anymore. That means our content needs to be outstanding for it to climb up the search algorithms. One way to do this is to be creative.

Creativity should permeate the content completely from conception to presentation. We should strive to produce original work – something nobody has done or something nobody has done like we decide to do it.

We need the type of creativity that captures the audience's attention and keeps them engrossed till the end. To do so, we should not be afraid to part with conventional wisdom. We need to understand the technical details well to be creative in conceptualizing them.

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Lack of Evergreen Content

If we produce content about new features in AutoCAD 2016, that content is likely to become stale once the latest version of AutoCAD comes out. In contrast, if we develop content about how AutoCAD facilitates Engineering Projects, that content would be relevant longer.

Few people might be interested in searching up stale content. A lot of technical content goes stale rapidly as technology changes. Rather than focusing on the specifics of the technology, the content can cover how the technology is applied.

Thus, content topics need to be selected based on their continued relevance.

Undiversified Content Distribution

Just like diversifying content types is a good technical digital content marketing strategy, so is diversifying the platforms for delivering the diversified content. Our customer avatar might have preferences for a few social media platforms. If so, we need to ensure that our contents are delivered there.

Technical content for mature audiences is distributed mostly on LinkedIn and Twitter.

It is not useful to have great relevant content if it will be missed by a majority of the prospects. Thus, we must post our content in diverse ways.

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Expect Instant Results

Some technical content marketers mistakenly believe they will make 20 new clients by next week! Technical content marketing takes time to bear fruit. Our reputation grows day to day until it creates a buzz around us. It takes posting regular content and having a conversation around it.

Just like a professor does not build up a reputation overnight, technical content marketers need to work their way up slowly. We need to be consistent in the frequency, quality, creativity, and usefulness of their content. If we keep taking care of our garden, eventually flowers will start blooming.

Thus, as technical content marketers, we need to develop patience.

Overdo It

Imagine someone constantly talking in our face! That is how the audience feels when they see our content several times a day on social media. Rather than attracting us to the content, it repulses us. After a while, we simply ignore everything.

We need to discover the sweet spot in terms of the frequency of posts. We feed children at intervals when they become hungry again, otherwise, they will not eat. Likewise, we need to discover when most of the audience is craving content again. Social media analytics track the audience's behaviour and can be used to find the optimum posting frequency.

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Sell Too Hard
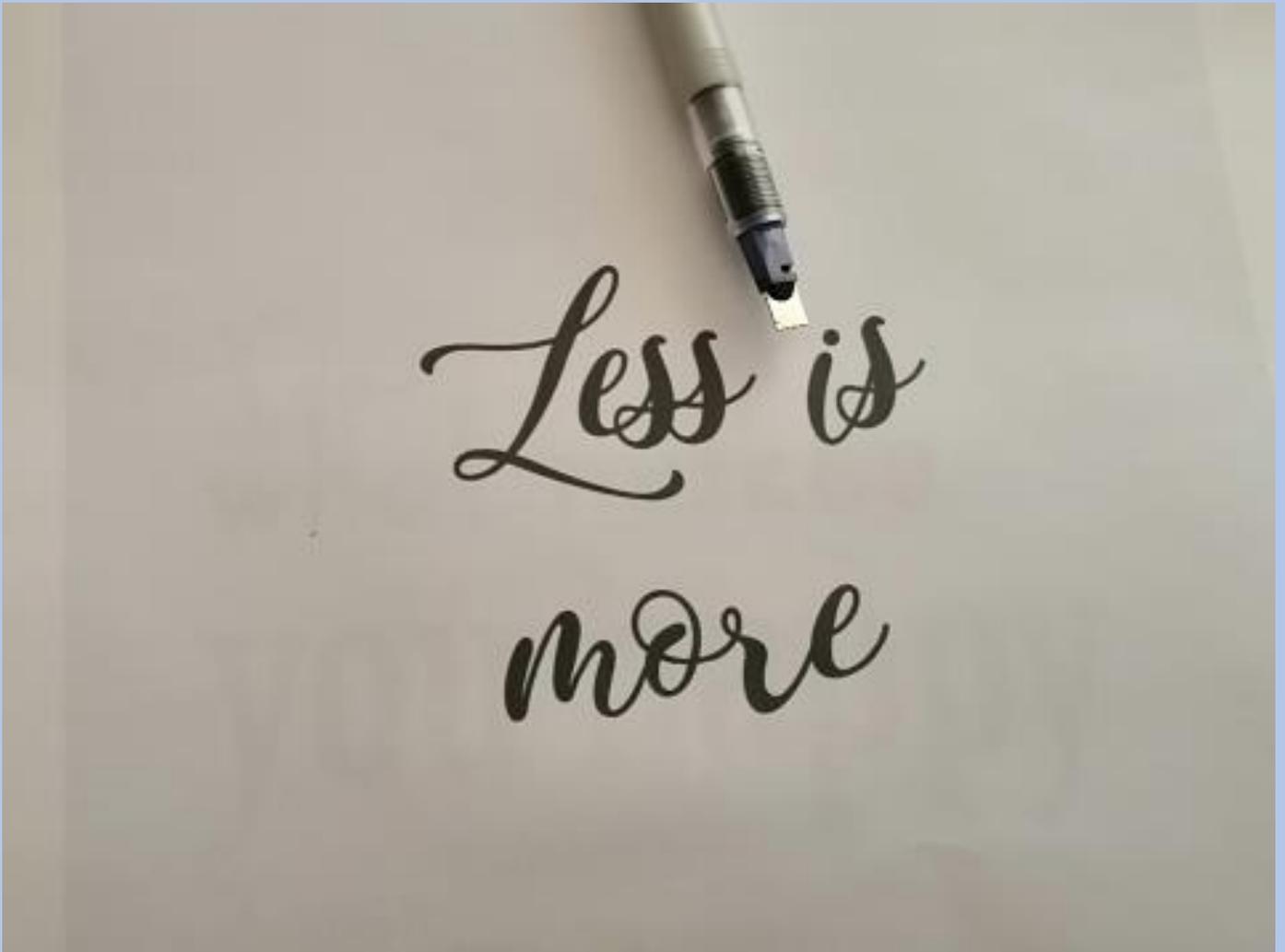
If we keep pitching our products and services to the audience in our content, they will be turned off. The intention to develop the content is to educate, empower and enrich the audience with useful content based on the extensive research we have done on the prospect. The idea is not to force-sell them.

Technical selling is all about listening to the prospects' problems and giving them a solution. It is not continuously coercing them to buy like many car salesmen on the lot. Technical selling happens naturally when the prospect has developed confidence in our expertise and comes to us for our solutions.

Lack of Call to Actions

In contrast to the advice about always selling, we should not forget to have enough calls to action, especially at the end of the content…

Lucid Eloquence is a boutique research, technical and creative writing consultancy.

Our service offers geospatial/tech innovators the possibility to become thought leaders in their niches. We do this by researching and developing creative technical content for content marketing.

From Calgary, we serve clients worldwide.

Visit our website to learn more about our services: www.lucid-eloquence.com

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