

TIP SHEET



42 Content Marketing **Risks** — And How to Attack Them

FOR CONTENT CREATORS

- #1. I run out of original content for my website.**
Go down the rabbit hole with [Ahrefs.com](#) or Wikipedia.
- #2. We don't know how to deal with breaking news.**
Aggregate from mainstream news and give your own spin.
- #3. Our content doesn't have authority in the market.**
Source at [ExpertiseFinder.com](#), HARO.com or Google Scholar.
- #4. Our content lacks diverse voices.**
Find new voices on [Quora](#) or Reddit or use an advisory board.
- #5. My formerly creative work feels stale.**
Make it a contest to try the most different content formats.
Download the checklist at [northcoastmedia.net/CMW2019](#).
- #6. Our writing quality deteriorates.**
Use an online editor like [HemingwayApp.com](#).
- #7. Multitasking kills focus.**
Create a [content hierarchy](#) and [customer persona](#) to focus.
- #8. No one on our team has video skills.**
Try easy video tools like Vigo Video, Lumen5 or Clips.
- #9. Facebook's algorithm changes kill our traffic.**
[Post video](#) natively. Shoot for 3 minutes & post on a schedule.
- #10. Social media teams are disconnected.**
Writers should ["chunk" blogs](#) with keywords in subheads, sidebars & captions to make them easier to post to social.
- #11. Social media takes too much time.**
Compare # of posts to # of engagements each month. Which month's best? If [200 tweets](#) is best, don't overpost!
- #12. Approvals are taking too long.**
Use [HeyOrca!](#) to schedule and collaborate on social posts.

FOR EMAIL MARKETERS

- #13. List fatigue hits my email marketing campaigns.**
Employ ["The Anita Effect"](#) in male-dominated industries.
- #14. Bounces & master suppressions hurt us.**
Move toward an engaged subscriber list. Look at clicks first.
- #15. We have difficulty re-engaging our audiences.**
Re-start the conversation with [CredSpark](#) quizzes or surveys.
- #16. ...then we have to combat survey overload.**
Combine multiple surveys into one [mega survey](#).
- #17. Demand for lead gen takes our eye off the ball.**
Try gated freemiums like webinars. Use tools like ON24.
- #18. I have no time for marketing automation.**
[Map one journey](#) and use it for several campaigns.
- #19. A system failure hurts our marketing.**
Maintain Plan B options like [Constant Contact](#) or [Mailchimp](#).

FOR AUDIENCE MANAGERS

- #20. Natural disasters disrupt our marketing.**
Respond like a journalist. Cover the story; don't market.

#21. Building trust is hard.

Simplify your privacy policy. Always respond to comments.

#22. Authenticating trust is harder.

[Add bylines and bios of authors](#). Consider blockchain.

#23. Maintaining trust is hardest.

Support your customers. [Volunteer](#). [Lobby](#). [Give awards](#).

#24. We're unable to extend our audience reach.

Ask customers to tag friends on Instagram or refer via email.

#25. We're not finding new audiences.

Target students. Turn beginner's content into college textbooks.

FOR DATA MANAGERS

#26. I have no time to report data let alone analyze!

Centralize data with tools like Power BI or Datorama.

#27. My website is under constant attack.

[Dockerize](#) your websites or look for enhanced firewalls.

#28. European GDPR is now being enforced.

Know your EU customers' rights. Be as stringent as possible.

#29. U.S. privacy laws are threatening the same.

Read on and prep for the [California Consumer Privacy Act](#).

FOR CONTENT MANAGERS

#30. I'm unable to ensure quality.

Have your team share the work of "mid-month checks."

#31. I'm too busy to stay organized.

Assign success managers. Manage projects with [Trello](#).

#32. My marketing budget takes cuts.

Use [marketing automation](#) as a low-cost option.

#33. The job market is limiting available freelancers.

Develop contracts with your MVP freelancers.

#34. The business is changing too fast to keep up.

Support team & individual training. [Enroll in CMI University](#).

#35. It's either high-cost art or a boring website.

Use stock art with indemnification like [iStock](#) & Shutterstock.

#36. A tech backlash hits our best profit generator.

Host face-to-face, small group events. Partner for profit.

#37. I can't keep up with platform proliferation.

View '19 social updates at [northcoastmedia.net/CMW2019](#).

#38. Time constraints kill collaboration.

Form committees in the office. Form [peer groups](#) outside of it.

FOR CONTENT DIRECTORS

#39. We're accused of copyright infringement.

Attribute every time. Remove uncredited content.

#40. Content marketing is a legal landmine.

Follow legal updates on [ADA](#) and [TCPA](#).

#41. Brand safety is harder than ever to ensure.

[Partner with B2B publishers](#). Buy direct. Choose quality over quantity, with time spent more important than impressions.

#42. The 24/7/365 job leads to burnout.

From [Daniel Pink's "Drive"](#): Find a purpose and be flexible.

