

How to **Recognize** and **Hire** a Rockstar **Content Marketer**

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THE ELUSIVE ROCKSTAR CONTENT MARKETER

With content marketing taking centre place within marketing and sales teams, it is becoming increasingly important to hire that elusive star, also known as the rockstar content marketer. Most recruiters find it difficult to recognize these elusive creatures, let alone successfully hire them. If you wish for your company to grow in online space and also wish to optimize your marketing strategy, it is important to recognize who is going to fit the position the best.

Good content marketers have a number of qualities that are unique to them. They are not imitable and they cannot be copied easily. In other words, it is a talent that is inborn but also cultivated, just like a rockstar moulds his or her personality to achieve that celebrity status. Moreover, content marketing will only grow in near future and it is important to know who the best in the industry are. That is the only way to recruit the right professional.

In this eBook, let us try and understand the different qualities of a rockstar content marketer, how to identify and recognize one, and also how best to hire such a rockstar without any difficulties.

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Transforming a brand into a socially responsible leader doesn't happen overnight by simply writing new marketing and advertising strategies. It takes effort to identify a vision that your customers will find credible and aligned with their values

- Simon Mainwaring

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WHO IS A CONTENT MARKETER?

A content marketer is not just an expert in marketing. He or she should also be a good writer and editor. This entails excellent written and verbal communication skills. It is probably not necessary for your content manager to have an MBA in marketing. It is probably more important to hire a content marketer who has an MFA in creative writing or an M.A. in English Literature. Basically, what you should be looking at is an individual who is a writer, and who understands marketing. A content writer who does not know how to sell probably cannot be called a content marketer. A content marketer should combine the professions of marketing and writing to suit business needs. Therein lies the elusiveness of the profession, as most people who apply for the position of a content marketer are either pure writers or pure marketing professionals.

The content marketer has several roles to play such as coming up with a content marketing campaign, understanding the nature of the company's business and the target audience, and ensuring that the content that is written is more in sync with the nature of both the business and the target audience. In other words, we are looking at a team leader who can manage a group of content writers, marketing professionals and help them coordinate with each other.

A rockstar content marketer oversees all content marketing initiatives across platforms. This is to be done both internally and externally. The idea is to enhance sales and engagement while also making sure that leads are nurtured and retained and that customer behavior is enhanced positively. A rockstar content marketer should be great at segmentation, localization, content and channel optimization and measures all the analytics meaningfully. He or she should be able to create a brand story when there is none and translate this brand story to an audience that may or may not be very receptive.

WHAT DOES A CONTENT MARKETER DO?

Ensure brand consistency

A content marketer has to ensure brand consistency across all platforms, mediums and channels. He or she should ensure that content that is published and shared is in sync with buyer personas. In fact, content must be published for each buyer personas across all platforms on online and offline media. Each time something is published or shared, it should represent the story of the brand and should not deviate from the core narratives.

Come up with a content strategy

The marketer should understand how to come up with a content strategy that is in sync with the brand story. Content strategy should maintain brand consistency and should evolve continuously. The manager or marketer in question should understand that the brand's story changes too, along with cultural shifts in the market. Content should be written with this in perspective.

Maintain a content calendar

The content marketer or manager should know how to design a content calendar and enforce it across the team. It is important to follow this calendar so that content is shared and published in time and for the right kind of audience. Content calendars should be designed well in advance so that there is no risk of running out of enough content to publish. Your rockstar content marketer will know that there is no room for delays in content calendar.

Manage the content team

A good content marketing manager should be able to manage a posse of writers, editors, marketing professionals, sales people and also advertisers. The marketing manager should know how to write, edit and enforce style overtones so that it suits the target audience or buyer personas for whom the content is being written. The content marketer must also ensure that there is brand consistency within the team and that they do not stray away from the intended narratives.

Ensure content effectiveness

A good content marketer ensures that the written words are effective. This means, he or she should be able to crunch data and analytics. He or she should also be able to recommend changes based on those results. This also includes collaborating with the design and technology teams to ensure published content are formatted and published properly so that there are no last minute errors. By conducting periodic audits, a content marketer can ensure that everything is in place.

Identify content themes

One of the most important duties of a content marketer is to identify content themes so that effective content can be published without any bottlenecks. Identifying content themes includes being able to discern what the differences among buyer personas are, how they read, what they read, what do they like to watch and which platforms they prefer the most. This also includes setting tone and style within content themes. All this must be appropriate to the target audience.

Liaisoning with other teams

A content marketer must first market within his or her own organization. A good marketer understands the importance of liaisoning with other professionals so that

each understands the importance of content marketing. This will eventually help other teams to recognize the importance of content marketing and may suggest topics or themes closely aligned with their themes. This helps to get the word out, even when everyone assumed it wasn't really required.

Ensure marketing effectiveness

Last but not the least, a content marketer must come up with marketing campaigns for both online and offline media and ensure that each platform on these media are attended to, with the buyer personas in mind. Advertising and public relations form an important aspect of this strategy and a content marketer should be able to utilize social and traditional media on both offline and online platforms.



WHAT ARE THE SKILLS AND EXPERIENCE REQUIRED?

A Bachelors or Masters degree in a humanities-related subject is a definite plus. If the candidate has an M.A. or a B.A. in English literature, he or she may have an added advantage over others. Other suitable subjects of study are journalism, public relations, mass communication and an MBA in marketing.

A content marketer should have had an experience of being a content writer for at least 4-5 years. He or she should also have had experience in marketing and sales departments. A content marketer is one who has experience in both writing and marketing.

Certain technical skills such as using business software suites, programming languages and data analytics are an added advantage.

Knowledge of global languages such as French, German, Japanese, Chinese, Russian, Arabic, Spanish and Portuguese is very important.

Experience in audience development is also an added advantage.

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Do you know the difference between education and experience? Education is when you read the fine print; experience is what you get when you don't

- Pete Seeger

IDENTIFYING A ROCKSTAR

All these qualities are for the ordinary content marketer. How does a content marketer become a rockstar? What makes one content marketer so special that his or her kind is an elusive breed? The devil is in the details. All content marketers should be able to write well, sell well, and talk well. Yet, there is something that makes some of them very special. In this chapter, let us take a look at what makes certain candidates rockstar content marketers.

Edit like a star

One of the most important qualities of a rockstar content marketer is his or her editing capabilities. They should be able to edit quickly and precisely. They should be able to delete mercilessly, and restructure what has been written. This means, if a conclusion sounds more like an introduction, they should just cut that part and bring it to the introduction. Writers make these structural errors without really understanding and it is the editor's job to fix those errors. The process should be so quick that you should not even realize that what was given to you is the same document. It should look different and stylish in the end.

“

Editing is simply the application of the common sense of any good reader. That's why, to be an editor, you have to be a reader. It's the number one qualification

- Robert Gottlieb

Has that nose for story

A good content marketer also works like a journalist does. A journalist always has a nose for stories. They know which stories will grab the attention of the readers and which stories will sell the magazine or newspaper well. Similarly, your rockstar content marketer should know what kind of content sells and must always have a nose for such stories. This helps you to engage your readership effortlessly. Looking for ideas, stories and narratives and making sure that these stories also reflect the brand narrative is one of the most important tasks of a content marketer.

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A good writer should be able to write comedic work that made you laugh, and scary stuff that made you scared, and fantasy or science fiction that imbued you with a sense of wonder, and mainstream journalism that gave you clear and concise information in a way that you wanted it

- Robert Gottlieb

Can be professorial when required

A content marketer who doubles up as a manager (usually, in small companies, the content marketer doubles up as a content manager as well) needs to be able to train and teach employees. He or she should take an educative approach towards team members. AP style, MLA and APA citations and other referencing tools need to be explained clearly. Thus, if a content marketer can sometimes don those professorial glasses, he or she is for keeps. He or she should be able to make presentations, finish training modules for others and also grade team members effectively.

“

When Obama dispenses with that dread sobriquet 'professorial,' he does it by being, well, more professorial

- Tina Brown

Is a digital native

A content marketer is better if he or she is a digital native. While there are clear laws against age discrimination, we do not mean that a digital native is someone who was born during the 80s or 90s. What we mean, they should be able to use social media, the Internet, mobile applications and search engine tools effortlessly. They should be well versed with what works and doesn't work when it comes to writing for online and offline media

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Some digital natives are extraordinarily savvy

- Howard Rheingold

Has technical skills

Another important skill that sets a rockstar from the rest of content marketers is the ability to use technology. This could be design skills or programming. It could be certain SEO skills or just about anything that sets him or her apart from the rest of the marketers and writers. This ensures that there is always a technical advantage

when it comes to creating content and marketing them. SEO is an important aspect of content marketing and knowing SEO is also about a lot of technology. Thus, the more a person is tech-savvy, the better he or she is going to be as a content marketer.

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Look, you need technical skills to run a company

- Carly Fiorina

Understands the market

A content marketer should basically understand the market. He or she should be able to know what moves the market, what excites it and what encourages the market to spend. This involves the understanding of demographics, economics and even financial ramifications that come with content marketing. A good content marketer knows how to sell a product or a service or an idea with the help of words. They know how to write, edit and structure content to suit the needs of a changing society and market.

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Designing a product and understanding how it filters through into the market and into the rest of the company is very important to me

- Alexander Wang

Has psychological insight

Marketing is all about understanding consumers' and clients' psychology. Writing is about understanding psychology and ensuring that words convey what needs to be said. Thus, a good content marketer should understand human mind and how it works in the market. Using language in a way that is persuasive and influential is what is required to make a mark. If your content marketer has the knack for understanding psychology, you have come across a rockstar.

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It is psychological law that whatever we desire to accomplish we must impress upon the subjective or subconscious mind

- Orison Swett Marden

Is a word player

It goes without saying that a content marketer should be good with words. Here, we are not talking about the words found in content. We are talking about the way the content marketer communicates with others. This could be on a personal level or with outside clients. The content marketer should be able to play with words and engage in conversations that are helpful in building the target audience base. An organization needs a word player who knows how to get things sold across, with the help of information and content.

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Nothing is impossible, the word itself says 'I'm possible'!

- Audrey Hepburn

Acts like a chameleon

A rockstar content marketer should be like a chameleon. He or she should be able to change colors without any hesitations. What we really mean by this is the hired individual should be able to change tone, style and theme of content without hesitations. This should come naturally because your buyer personas are all varied and each buyer persona requires a different tone, style and theme. Content marketing is all about being able to juggle between roles and responsibilities and cater to different audiences.

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I think I relate to all the characters in one way or another. I'm a chameleon like that

- Amber Tamblyn

Can charm you before you realize it

At the end of the day, it also boils down to the charm factor. Do you actually want this person working in your office? Do you want to see him or her everyday and be around this person all the time? Understand that our employees can either motivate or demotivate us. If you sense positive energy in your content marketer, do not let go of him or her. Charm and charisma will also be reflected in actual job duties. This is because, a person who is boring will also probably writes boring things that will not sell. A person with many ideas will also write better because of his or her creativity.

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There is no personal charm so great as the charm of a cheerful temperament

- Henry Van Dyke

CONCLUSION

Content marketing is growing by leaps and bounds. It is becoming very important to move towards a future that is dominated by content marketing strategies. For this to happen, you need to be able to hire the right candidates and team members. As you can see, a content marketer can either double up as a content manager or vice versa. Usually, most companies hire one individual and club the responsibilities of these two positions into one role.

If you can afford, you could hire two individuals to focus on content marketing and content team management separately. Either ways, these axioms discussed in this eBook hold good. Hubspot found that companies using content marketing in their lead nurturing efforts can generate 50% more sales. Take your time and go through everything written here. Carefully plan your approach, launch your ad and sit back and watch as the rock stars come to you.



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