

WHY MARKETERS SHOULD FOLLOW THE RULE OF SEVEN

There are plenty of things most of us would prefer as being “one and done.” A root canal. A speeding ticket. Jury duty. B2B marketing professionals, on the other hand, know one thing that’s never one and done: content production.

Close to 70% of B2B buyers engage with content before they ever reach out to a salesperson. Providing meaningful content that engages them is imperative for marketers looking to drive demand and close more deals.

But the time and resources needed to produce such content can feel insurmountable. From blogs and bylines to videos and animations, marketers have an endless number of channels to utilize, formats to consider, and stakeholders to address.

At Arketi, we believe a great piece of content should never stand alone. So, rather than being published and forgotten about, we follow the Rule of Seven to help us think bigger and recycle our invaluable content.

Consider, for example, the hefty white paper. These are normally data-heavy publications combining original and external research, often supplemented with case studies or detailed checklists on how to implement the findings. Done right, they take significant resources, meaning time and money. The writer might even interview several in-the-know sources to create a polished final product.

You now have a 2,000-3,000-word masterpiece—or at least something that'll grab your prospect's attention over coffee.

So, why not follow the Rule of Seven?

THINK BIGGER

The Rule of Seven helps you look beyond a singular piece of content to understand how different slices play into your broader strategy. Consider, again, the white paper. Chances are it can serve as cornerstone content, able to work as multiple (at least seven) assets to meet the needs of several kinds of readers.

Some of your readers have only two minutes to spare, and a succinct social post is all they want to read. Others are more graphic-oriented and want lots of images to draw them in. Yet a different set of readers will devour the white paper and possibly even look to you as a subject matter expert on the topic.

To reach each of these audiences, you can turn the meaty white paper into:

- **Infographics** containing eye-catching graphics, short paragraphs, and bullet points for those who want summaries of your findings.
- **Social media posts** that are succinct and perhaps a bit cheeky. Remember, your voice should also match the platform.

- **Blog posts** that breakout key content and offers additional detail. For example, if your cornerstone content is about cybersecurity and lists several types of breaches, one post could dive into phishing, another on ransomware attacks, and yet another on the pros and cons of bring-your-own-device (BYOD) to work.
- **E-books** with eye-popping graphics, pull quotes, and bits and pieces taken from the blog posts or other assets.
- **Webinars** in which subject matter experts (SMEs) host sessions to discuss white paper findings. Round them out with a 10-minute Q&A at the end and send the e-book as a follow-up takeaway.
- **Videos** that break up the cornerstone content into 30-second how-to-do-this or avoid-this descriptions. You get the picture.

NO NEED TO REINVENT THE WHEEL

Bombarded by media, the attention span of today's audience is short—15 seconds, 20 seconds, five minutes? It depends on the person. But diversifying your content can help you engage targets regardless of preference.

The takeaway? Follow the Rule of Seven. The content you put out costs plenty. So, rather than using it once and putting it on the proverbial shelf, rinse and repeat. Use cornerstone content a minimum of seven times.

In doing so, your assets will offer more bang for your buck, and you'll be more likely to satisfy a much larger audience with different tastes.

Arketi Group is a public relations and digital marketing firm that helps business-to-business (B2B) technology organizations accelerate growth through intelligent strategy, messaging, public relations, digital marketing, branding, and lead generation and nurturing. Consistently recognized by Chief Marketer as one of the nation's top agencies, Arketi's core belief is that marketing generates revenue.

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**WHERE
MARKETING
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