

COMMUNICATION DILEMMAS

How do I build
great content
capabilities?

Let's start with
GREAT Content....



The 3 hallmarks of **Great** content...

1. It provides value.
2. It is aligned to an objective (reader or creator-led).
3. It is unique.

Also...it is typo-free and grammatically correct.

#1: Adds Value

Great content tends to get found by the reader, just when they need it. It almost always offers them something that they want...without being preachy or pushing an agenda. It either informs, engages, or entertains.



#2: Objective Aligned

Let's be honest, every piece of content that is created today has an objective, even if not overtly visible. From the creator's perspective, it needs to meet a specific business or individual goal. From the reader's perspective, it needs to answer a specific question, have something new, or solve a problem.



#3: Unique

Just like the individual creating it, every piece of content needs to be unique. Originality is debatable, so we will stick to unique. The content creator can take an old idea or concept and give it a new perspective. With due attribution to the original creator.



The dilemma of every Communications professional....

How do I build great content capabilities?

In-house Or Outsource

01

Easier to manage the process in-house.
Understanding of the business and possess the
skills. Time-consuming.

02

Outsourcing frees up my time. Business
perspective might get lost.



In-house Or Outsource

03

Complete control and visibility of the deliverables and timelines in-house. Limited resources to create additional campaigns.

04

Outsourcing helps bring in newer ideas and fresher perspectives. Budget can be a constraint.



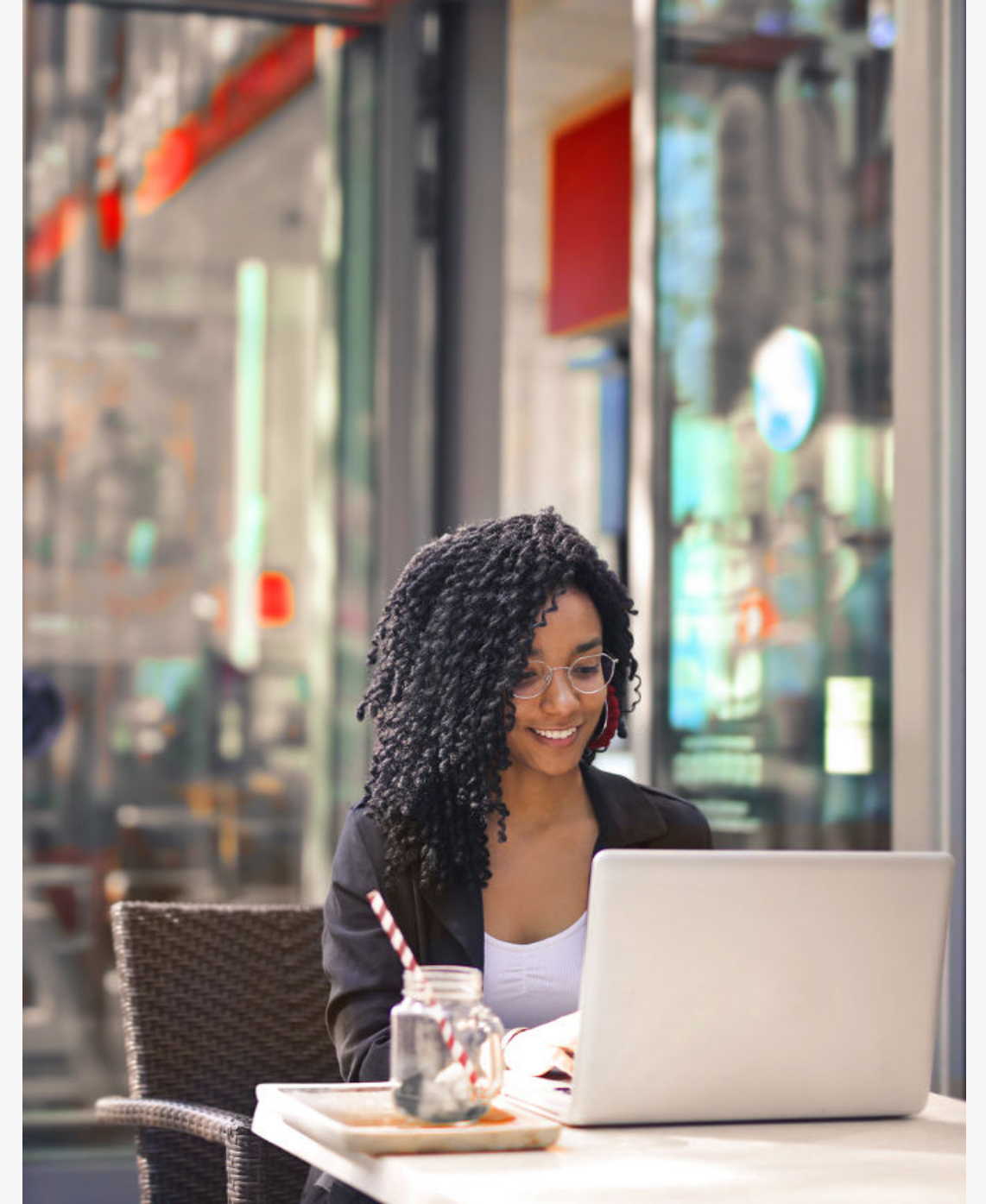
Agency Or Freelancer

01

Agencies are easy to work with and credible.
Can be expensive and tend to re-hash the same ideas across clients.

02

Freelancers bring in new perspectives. May not have the same work ethic. Managing them can become tedious.



Agency Or Freelancer

03

Agencies can help deliver multiple projects together. But they may not always understand the business objective.

04

Freelancers can provide deep insight into specific as well as niche topics. Might not work to strict deadlines.



A possible solution.... Balance.

We offer balance.

At Rato Communications, we believe that all great communication starts and ends with listening. We take the time to listen and understand your content needs and objectives before we work on telling your story to the world.

www.ratocommunications.com

What is Balance...



01

We work with both, a mix of inhouse content creators as well as freelancers. This allows us to tap in to a vast array of expertise and skills.

02

Every piece of content is scoped together with your team, to ensure we understand the business and content objectives.

03

We are flexible with the way we work. Project, campaign, retainer, or even sub-contract as a virtual content specialist.

04

We take the time to understand your business and industry before assigning a team.

Our Content Marketing Services include...



- Content marketing strategy with an execution calendar.
- Content writing for new and existing websites.
- Blogs for inbound marketing.
- Building an impactful social media strategy and plan (we are specialists in niche and complex products and services).
- Content for marketing campaigns (catalogues, brochures, white papers, digital books etc.).
- Ideation, planning and structuring of your content for effective execution.

Get in Touch



reuben@ratocommunications.com



+91 7838350449



[linkedin.com/company/rato-communications](https://www.linkedin.com/company/rato-communications)



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Thank you!



Content Marketing Strategy | Brand Development Strategy | Strategic Communications

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