



How to *Really*

**Put Your
Enablement
Content to Work**



You Don't Have a Content Problem. You Have a Content Usage Problem.

Today, sales and customer experience is everything to companies.

Who ultimately drives that experience, though?

Employees on the front line — those who serve in sales and customer success roles — can make or break the experience that prospects and clients receive.

Every one of those critical people relies on knowledge and information that can be encyclopedic in breadth and depth.

In short, they rely on content.

Organizations have invested thousands of hours and hundreds of thousands of dollars (or more!) on content, hoping that the information will make their prospect or client experience that much better.

When we talk to companies, they rarely have a problem with the amount of content they have. For instance, [IDC found](#) that sales team members don't use as much as 80% of the content they are provided.

That leaves a big question for organizations:

How do I get my employees to use the content I already have?



\$5.2 billion

per year spent on content creation

60%–70%

of content goes unused

In an environment where a quarter of employees are overwhelmed with the amount of information at work, **organizations need to help them know how to find it, when to use it, and illuminate it when they don't know it exists.**

Our e-book on maximizing your content investment will cover:

1

Why people aren't using your amazing content

2

Why you will continue to fail to get people using it

3

How you can get people to finally use it



3 Reasons Why Your Content Isn't Being Used

Most of the advice people use for making effective sales and client success enablement content focuses on creating either more or better content. Although there are [great guides](#) out there for creating better content, we don't believe that's why the content that already exists isn't being used. These tips typically cover the three reasons why content is produced but not used.

REASON 1

It's hidden or unknown.

The average employee spends about [20% of their time](#) searching for information to do their jobs. In a typical five-day workweek, that's a full day of just trying to find content. Great content can be produced and then sit in a Google Drive folder that nobody has access to. Your employees will choose to search, recreate it themselves, or not use it at all.

REASON 2

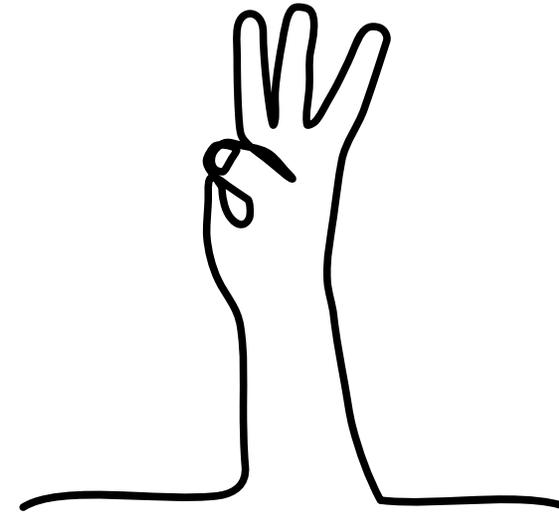
It requires behavior change.

Proactively searching for the latest product sheet, customer service manual, or sales spec document takes intention. For salespeople looking to be efficient, they're more likely to ask around on Slack. For customer success, it's easy just to use the documents you downloaded, even if there are more updated ones in a shared folder in Office 365.

REASON 3

It doesn't exist in any one place.

Even for companies using comprehensive content systems, it's unlikely that they are capturing the mass of content they are creating. Whether it's case studies, webinars, blog posts, social media, or informally produced shared documents, they all have valuable content. People on the front lines don't have the capability to keep up with the sheer volume of content.



Although your content library is probably not perfect, you can get much more use out of it than you are today. Unfortunately, it's not as easy as “write it and they will come.”



Content Gaps: It's Not You. It's Not Them.

Realizing that you have spent so much time and money creating content that isn't being used to its fullest advantage is frustrating.

Imagine the following scenario:

You spent \$5,000 producing a prospect-facing webinar on new product features. Yet when someone reaches out to your sales or support team with a question from the webinar, how will they know the answer without watching the webinar?

Sales and customer success employees are busy and can't possibly consume or know where every piece of content exists. Operations and content developers want their employees to use the content they've created. And executives and leaders? They just want a great experience for everyone — including employees.

It's not their fault and it's not your fault. There are two key gaps that need to be addressed in even the best content.



1 **Consumable knowledge needs to be created for the appropriate audience.**

Take our webinar example: Can all of your sales and customer success employees sit through every single webinar and retain all the information? Think about product updates as well. As soon as a new product update rolls out, there may be dozens of changes that your team needs to be made aware of. Anytime you want your employees to know about changes or new features, you have to explicitly create that content in a way that's digestible for them.

2 **They need to know the knowledge exists.**

Whether it's a sales or customer success team member, they need to go through the effort of searching for it — or know that something has been created in the first place. These employees are balancing so much information, it can become a burden to them and they end up using the most efficient ways to get information (i.e., asking a colleague) rather than the right way (i.e., using a shared Google Drive).

**It's no wonder
people are frustrated
and content isn't
being used as well
as it could be.**



4 Ways to Put Your Enablement Content to Work

So, you're ready to overcome this frustrating challenge and finally get the most from your sales and customer success enablement content. Here are four ways you can ensure that it gets used:

NUMBER 1

Reduce the amount of work employees need to put in.

Organizations need to focus on delivering content to the places they're already working, such as Outlook, Salesforce, and other enterprise systems. Information workers, on average, [switch tabs 373 times per day](#), so even having another tab or application open to reference lessens the chance of employees actually using it.

NUMBER 2

Reduce the amount of work that you need to do.

Being a human aggregator for all of your organization's information might be a dream job for some (or a nightmare for others), but it's ultimately a bottleneck that keeps you from maximizing your content's reach. Whether it's a new blog post, case study, or webinar, that content should be captured and ready for employee use, delivered contextually and automatically.



NUMBER 3

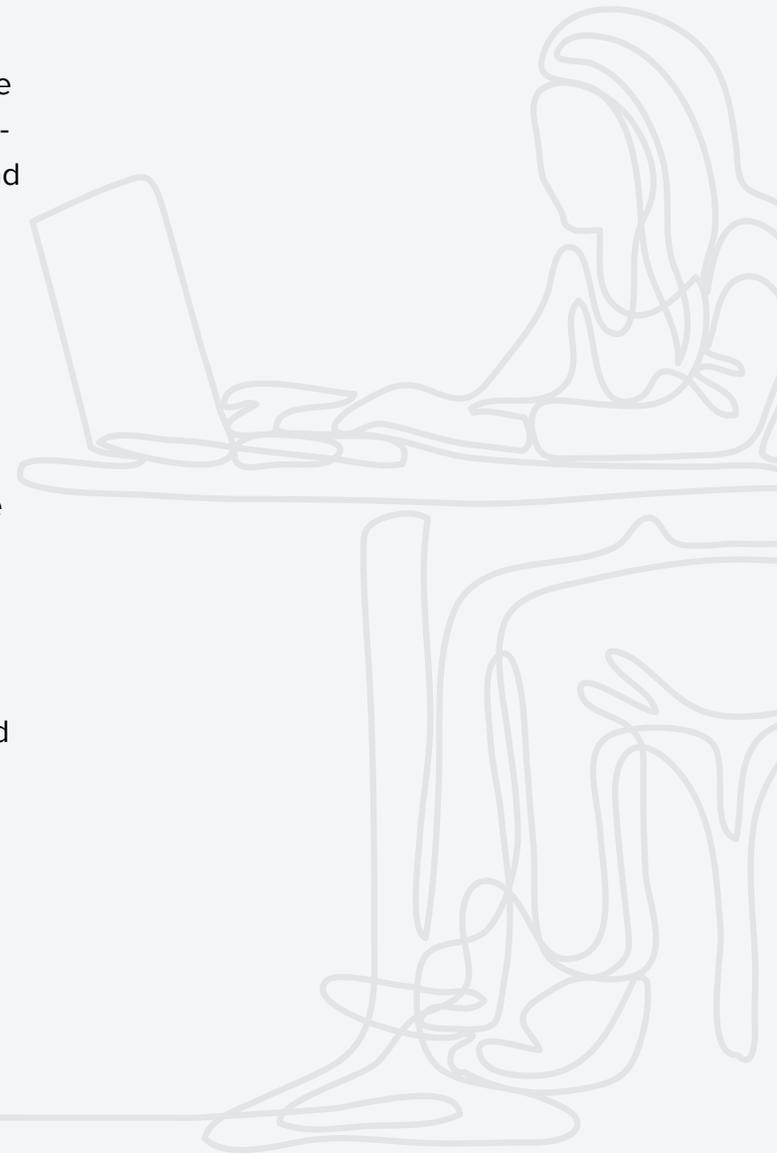
Deliver contextual information.

Speaking of contextual, if a member of your team is working on a new lead in Salesforce, for instance, relevant information should be pulled in like it knows where and what they are working on. Don't make your employees break the flow of their work to deliver important, up-to-date content that's relevant to them and where they are working.

NUMBER 4

Consolidate and focus.

Consolidate shouldn't mean moving and reinventing or recreating all of your content. You need to use tools that bring your content under a single umbrella while keeping it in all of the places where it's valuable already. Case studies and webinars stay in front of clients and prospects while spec sheets and internal support documents stay where they are. Employees get relevant content delivered wherever they're working.



You Have the Content. Now It's Time to Deliver It.

Content is incredibly important and it's here to stay. The investment you're making in it is the right thing to do — for employees, prospects, and customers alike.

The team here at Olifano believes that you can get a lot more out of your investment in content.

We've created a tool that helps organizations truly deliver content with less work for you and the employees who benefit from it. With an intuitive browser extension for end users and a few easy-to-manage integrations with leading content sources and enterprise software platforms, you can deliver the content you've already produced, in the places your employees already work, with a click.

By focusing on not just creating content, but putting it to work, you can maximize the investment in sales and customer success enablement — and earn the opportunity to create more effective content going forward.



Learn more about Olifano and what we do to deliver contextual content to employees without all the work at Olifano.com.

Contact us to learn more:

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