A Study on Various Challenges faced by Content Writers

Ms. Fatma Mo Siddique Khan

Post Graduate,

Department of Master of Management Studies,

St. John College of Engineering & Management,

Palghar,

Maharashtra 401404.

Dr. P. Balamurugan

Assistant Professor,

Department of Master of Management Studies,

St. John College of Engineering & Management,

Palghar,

Maharashtra 401404.

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Abstract:
As the transition happening from traditional marketing to digital marketing, it provides new set of jobs which demands new set of skills. One such job profile is Content Writing. Irrespective of media selection, content writers have the crucial role to play like to inform, to persuade readers/ customers. In this backdrop, this article examine various challenges being faced while discharging their assignments. The research is descriptive in nature. Data are collected using well-structured questionnaire from 42 content writers. Researchers conclude that more than challenges related to content writers' personal capabilities, they face challenges from their client side like – lack of information, lack of clarity in various aspects of business.
Keywords: Content Writers, Challenges to Content Writers

Introduction: Content Writing
Content marketing is the creation and sharing of content in order to engage current and potential customers, thereby building trust with the audience. Content writing is the process of planning, writing and editing web content, typically for digital marketing purposes. It can include writing blog posts and articles, scripts for videos and podcasts, as well as content for specific platforms, such as tweet storms on Twitter or text posts on Reddit etc. Content writing is important for all types of different content formats, including:

1. Video scripts
2. Email newsletters
3. Keynote speeches
4. Social media posts
5. Podcast titles
6. White papers
7. Web page copy
8. Landing pages
9. YouTube video descriptions'

Challenges Faced by Content Writers

One of the foremost challenges that are faced by content writers is the struggle while coming up with a new idea. Especially, on the internet there are so many people who publish their work online, from everywhere. It is very difficult to be unique from others idea. Content writers need to thorough their research to come up with a new idea. As you have access to an ocean of information on the internet. But it also makes your job difficult because some or the other person might have unmasked every idea.

A content writer has to serve the content to the client or the website-owner. Sometimes, this put a strain on their creativity. Content writer has to work on topics that might be monotonous and lacking in originality. This can cause a sense of boredom. This is a very common problem of any content writer. The only way to overcome this problem is to be thorough with research and have a professional mind-set.

A content writer is always underpaid for his/her work. Starting a career in any field, almost everywhere the pay is not up to the mark. As a content writer, they have to be patient and should give time for skills to develop. Content writing is not a field that involves a lot of income.

One of the worst challenge of a content writer that no one talks about the hassles of editing and re-editing. Any kind of writer, everyone hates the process of editing. However, without the editing the work can never achieve the level of perfection. The editing problems can also be solved if one keeps a mind-set and pays attention to the client's requirement.

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Another problem is the restriction on one's own creative faculties. Every content writer has to match every word, every sentence and the other needs of the employer. It is the responsibility of content writer to study the requirements of the employers and deliver something that is acceptable to them.

Content writing was and always be a competitive field. Unlike other writers' content writers also are replaceable. As there is never shortage of jobs, you can easily get replaced by someone else with more skills and experience. Content writers has to be careful in understanding the work demanded by the client.

The most dangerous problem for content writer is that it doesn't matter how skilled you are or how much experience you have got; you would not go so far unless you are confident about what you are doing. Being confident is about being ready to demand what your worth. You can happily demand when you know your worth because you know your service will produce results.

Content writers also struggle with use/expression of words. Although they have to come up with new words and expression regularly which is also one of the challenge for them. The only way to solve these problems that writers should spend more time reading and writing. They should read quality blogs that focus on helping people.

Literature Review

In The Beginner's Guide to Content Marketing by Scribewise, mentioned the changes in the game. Where once advertisers held the control, the customers are now in control. Thus content writers role have become pivotal. Further, it highlighted the dynamics of content in digital era, 57 percent of marketers have acquired customers from their blogs. 82 percent of consumers say they like reading relevant content from brands. 78 percent of consumers believe that organizations providing custom content are interested in building good relationships with them. 48 percent of consumers say content makes them feel more positively toward the brand. Content costs 62 percent less per lead than traditional outbound marketing.

Content Writing Guidelines for #yourcompany - highlighted various challenges content writers face. Identify the problem your target audience is facing. Research your personas to determine what their goals are — and what's keeping them from achieving those goals.

1. Address your audience's pain points. Write about the issues your target audience is likely facing.
2. Provide an actionable solution. Here's where you resolve those pain points. This is a great opportunity to create a complete step-by-step guide to overcoming a particular challenge.
3. Exceed their expectations by giving something away to aid their journey. Maybe your reader isn't ready to convert yet, and that's fine! Keep their interest by providing something else of value. That could be a link to another article that's relevant to their goals, a registration link for your newsletter, an eBook — the sky's the limit!

Writing effective and accessible web content - Practical Workbook by University of Bristol highlighted – the importance of to be accrue and reliable, be credible, trustworthy and engaging. The big book of content marketing by Andreas Ramos – highlighted why content marketing will be vital to brands in the coming decade, but also how to activate your content team around industry-leading strategies proven for success.

Research Methodology

This research is descriptive in nature. Well-structured questionnaire is employed to collect data. Convenience sampling is adopted to collect data from 42 content writers by using social media.

Objectives of the Study

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➢ To analyse the personal challenges of content writers
➢ To analyse the challenges related to content writing assignment providers.

Table 1: Data Analysis

Marketing materials are not given by the clients to content writers.		
Strongly Disagree	0%	57% of the respondents remains neutral and 33% of the respondents agree on marketing materials are not given by clients
Disagree	9%	
Neutral	57%	
Agree	33%	
Strongly Agree	0%	

Awards and recognition received by clients are not communicated to content writers properly.		
Strongly Disagree	0%	53% of the respondents feels agree on awards and recognition received by clients are not communicated to content writers properly
Disagree	9%	
Neutral	33%	
Agree	53%	
Strongly Agree	5%	

Complete details about competitors are not given		
Strongly Disagree	0%	53% of the respondents remains neutral and 38% of the respondents feels agree on complete details about competitors are not given
Disagree	5%	
Neutral	53%	
Agree	38%	
Strongly Agree	4%	

In majority of assignments, clients do not have vision		
Strongly Disagree	0%	29% of the respondents remains neutral and 61% of the respondents feels agree that in majority of assignments, clients do not have vision
Disagree	10%	
Neutral	29%	
Agree	61%	
Strongly Agree	0%	

I have to read & research about the company to assume the motto		
Strongly Disagree	0%	28.6% of the respondents remains neutral and 61.9% of the respondents feels agree that they have to read & research about the company to assume the moto.
Disagree	4%	
Neutral	30%	
Agree	62%	
Strongly Agree	**4%**	

As there is no unique selling proposition, It's hard to write a convincing content		
Strongly Disagree	0%	24% of the respondents remains neutral and 62% of the respondents feels agree that It's hard to write a convincing content
Disagree	9%	
Neutral	24%	
Agree	62%	
Strongly Agree	5%	

Majority of clients are not clear on their target audience, so content writing has become tougher		
Strongly Disagree	0%	24% of the respondents remains neutral and 58% of the respondents feels agree that majority of clients are not clear on their target audience
Disagree	4%	
Neutral	24%	

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Agree	58%	
Strongly Agree	14%	
Majority of clients are not clear on what they want their customers to do		
Strongly Disagree	0%	33% of the respondents remains neutral and 57% of the respondents feels agree that in majority of assignments, company is not clear on what they want their customers to do
Disagree	5%	
Neutral	33%	
Agree	57%	
Strongly Agree	5%	
Clients are not clear on their value proposition, so content writing has become tougher.		
Strongly Disagree	5%	40% of the respondents remains agree and 20% of the respondents feels strongly agree that clients are not clear on their value proposition
Disagree	15%	
Neutral	20%	
Agree	40%	
Strongly Agree	20%	
Clients are not clear on what solution they able to provide, so content writing has become tougher		
Strongly Disagree	0%	58% of the respondents agree and 14% of the respondents feels strongly agree that clients are not clear on what solution they able to provide, so content writing has become tougher
Disagree	4%	
Neutral	24%	
Agree	58%	
Strongly Agree	14%	
I found it very difficult to research about the product on which I don't have knowledge of		
Strongly Disagree	2%	48% of the respondents feel agree and 24% of the respondents remains neutral that they found it very difficult to research about the product on which I don't have knowledge of
Disagree	14%	
Neutral	24%	
Agree	48%	
Strongly Agree	12%	
Time to gather reliable information is less		
Strongly Disagree	0%	24% of the respondents remains neutral and 58% of the respondents feels agree that always there is a less time to complete the assigned work
Disagree	4%	
Neutral	24%	
Agree	58%	
Strongly Agree	14%	
Finding appropriate keywords are tougher		
Strongly Disagree	5%	24% of the respondents remains neutral and 66% of the respondents feels agree on finding that appropriate keywords are tougher
Disagree	5%	
Neutral	24%	
Agree	66%	
Strongly Agree	0%	

Summary of Findings

1. 57% of the respondents remains neutral and 33% of the respondents agree on marketing materials are not given by clients

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2. 53% of the respondents feels agree on awards and recognition received by clients are not communicated to content writers properly
3. 53% of the respondents remains neutral and 38% of the respondents feels agree on complete details about competitors are not given
4. 29% of the respondents remains neutral and 61% of the respondents feels agree that in majority of assignments, clients do not have vision
5. 28.6% of the respondents remains neutral and 61.9% of the respondents feels agree that they have to read & research about the company to assume the moto.
6. 24% of the respondents remains neutral and 62% of the respondents feels agree that It's hard to write a convincing content
7. 24% of the respondents remains neutral and 58% of the respondents feels agree that majority of clients are not clear on their target audience
8. 33% of the respondents remains neutral and 57% of the respondents feels agree that in majority of assignments, company is not clear on what they want their customers to do
9. 40% of the respondents remains agree and 20% of the respondents feels strongly agree that clients are not clear on their value proposition
10. 58% of the respondents agree and 14% of the respondents feels strongly agree that clients are not clear on what solution they able to provide, so content writing has become tougher
11. 48% of the respondents feel agree and 24% of the respondents remains neutral that they found it very difficult to research about the product on which I don't have knowledge of
12. 24% of the respondents remains neutral and 58% of the respondents feels agree that always there is a less time to complete the assigned work
13. 24% of the respondents remains neutral and 66% of the respondents feels agree on finding that appropriate keywords are tougher

Suggestions

Apart from content writer's personal limitations like their lack of knowledge, lack of reliable source, less time given to complete the content writing etc.
There are many suggestions that companies/ clients have to work on and prepare answers for below suggestions before contacting content writers, such as

1. All marketing materials to be given to content writers,
2. Any awards and recognition received by companies/ clients to be intimated to content writers,
3. Competitors details have to be given,
4. Before approaching content writers, companies/clients should be clear on their vision,
5. who is their target audience, what solution they offer to their clients, what value proposition they have for their customers,
6. What they want their customers to do.

Conclusion

Content writers convey the information of the company/ clients to its current and potential customers. This process is very important for the company, so it is very important for a company to be thoughtful and more transparent. The study reveals that, content writers face lot challenges from the assignment they receive. Companies which approaching content writers have to explore, decide and formulate various strategic and tactical aspects of their business and convey the same to content writers to facilitate their job.

Managerial Implications

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As the research suggests various challenges content writers face during the execution of content writing assignments from clients, the implementation of the same will definitely call for managerial level of plan of action.

Scope for Further Research

As the research on content writers is significantly less, any topic regarding content writing would definitely contribute to the body of literature of content writing. Separate research can be conducted to analyse personal and assignment related challenges of content writers. As the extension of present research, the findings of the research can be compared as per the size of the company who provide content writing assignment to assess the variations in challenges.

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