mimecast

Cyber Resilience Insights Blog

View the Mimecast Cyber Resilience Insights Blog at https://www.mimecast.com/blog/.

One of my initial and lasting responsibilities at Mimecast has been managing the company's blog. When I was brought on, our Content Director was doing a great job of managing the blog, but was using a contracted writing service for both ideation and blog creation, then posting blogs to the website using SiteCore and ContentHub.

Unfortunately, this left our Content Director with having to write any short turnaround blogs the contracted writing team could not handle. I was brought on to take over these responsibilities, and to eventually take on most of the blog writing as a ghost writer for the Mimecast team of experts we promote through our blog.

We first transitioned our Content Director out of managing the contracted writing team and I took on the task of managing the ideation meetings and the blog calendar. I also took over writing the short turnaround blogs and posting of all blogs. Over time, due to budget changes, we transitioned out the contracted writing team and I began writing the blogs that originated with our marketing team.

Simultaneously, working with the Content Director initially, and then on my own, I built up a roster of subject matter experts within the company to help me with the ideation and even the creation phases of writing new blogs. This entailed regularly contacting our subject matter experts for blog ideas and managing the process of obtaining initial blog drafts from them.

We quickly developed a rhythm that resulted in about one-third of blogs being requested by these subject matter experts. The remaining blogs were the result of needed coverage for industry news, thought leadership pieces, and supporting blogs for marketing campaigns.

The Mimecast Cyber Resilience Insights Blog has driven website traffic, been featured in Mimecast marketing emails and newsletters and has helped Mimecast continue its reputation as a great resource for its customers.

This document was created to provide an overview of my responsibilities for the Mimecast Cyber Resilience Insights Blog. An overview of my related responsibilities for managing all content ideation and editorial calendars can be found here.