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The Secret to Getting More Out of Your Content: Mind Mapping

By [Rebecca McIntyre](#) on November 19, 2014

Marketers are busy and tasked with creating and curating high-quality, impactful content frequently in order to reach their target audience. This can sometimes be overwhelming, but there is a solution. In a recent [Content Marketing Institute](#) article, we discovered a great approach to organizing the content curation and creation process: use a “mind mapping” strategy. Carlijn Postma, a Dutch author, speaker, and content marketing strategist, offers up five steps that will help you keep your team organized, think ahead, and save time. Postma states:



“I sometimes get asked whether readers are overwhelmed with all this content. And I’ll admit if you look at all the different types together it can seem that way. That’s why it’s so important to create a content map to manage the process of publishing the posts carefully, both across the various channels and over time.”

One of her tips? Plot your content map so you can brainstorm, using the map as a physical manifestation.

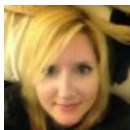
To find out what Postma’s five steps are, read the original article at the Content Marketing Institute, [5 Steps to Mind Map Your Content and Increase Its Reach](#).

And, for more information on content curation, download Opentopic’s white paper, [What Every Content Marketer Needs to Know About Content Curation](#).

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About Rebecca McIntyre

Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.



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