



Writing Out of the Box Content for Specialized Markets

In certain specialized industries like oil and gas or manufacturing, creating top-of-the-funnel content isn't just about stringing acronyms and technical words together. Instead, it's about drilling down and understanding the subject matter enough to communicate it with clarity, accuracy, and relevance. These industries are complex, technical, and often high-stakes. If you're not close to the material you're writing about, it shows, and not in a good way.

Getting as close as you can to the content means investing time to research, ask questions, and, if possible, experience the processes firsthand. It's also about time management in that you need to make the time to learn the content you're writing about as well as be able to sell the person who owns the IP, on making time for you to get the deeper understanding you need to move forward. For example, if you're writing about a specific drilling technology in oil and gas, you need to know more than just the terminology. You need to understand how that technology works, why it's important, what challenges it addresses, and most importantly, what value-prop it offers to the end users/customers. This level of understanding doesn't come from skimming the web, and certainly not asking ChatGPT or Gemini. It comes from digging deep, talking to experts, and absolutely immersing yourself in the subject as if you work with it first-hand.

When you take the time to get close to the content, you gain the ability to write with authority. Consider it like building your own personal Google EEAT (Experience, Expertise, Authoritativeness, and Trustworthiness). Whether your audience consists of engineers, plant managers, or industry C-suites, they will recognize that you understand their world. This builds credibility (your EEAT), which is essential in every technical field. On the other hand, if your content is vague, repeated, stagnant, overly simplified, copied through some sort of AI-

gained source, or riddled with inaccuracies, your audience will lose trust. They'll see your work as generic and dismiss it, which can harm your reputation and the credibility of the organization you represent.

Shallow content also fails to connect with the audience. People in specialized industries are looking for insights they can use, whether it's a solution to a problem, an analysis of trends, or a breakdown of complex processes. If your content doesn't deliver value or educate, it won't foster engagement. Worse, it might make them question whether you understand their needs or the industry at all. Trust is everything in industries like oil and gas or manufacturing, where decisions often involve significant risk and investment. Poorly informed content can quickly cost you that trust.

To avoid these errors, content writers must make accuracy and depth an ultimate priority. This means collaborating with subject matter experts until the content is in its final format, reviewing all technical documents, and asking thoughtful questions. This is where it's important to remember "there's no such thing as a dumb question," as it might be overlooked if you're too scared to ask and dive deeper. It's not just about getting the facts right; it's about understanding the context and implications behind those facts. This effort pays off because well-informed content educates and resonates with its audience.

In every specialized industry, great content isn't just about the words. It's about the expertise behind them. When you make and take the time to truly understand the material, you position yourself and/or your organization as the most trusted resource. You show that you're not just speaking to the industry, but you're part of it. And that's the kind of connection that builds lasting relationships with your audience.

Human Moment Writing Tip: Make sure if you're going to use internal company docs as source material, you confirm said material at its word(s) first. Don't be like the author of this article and mess this one up. Ever.

Happy research and writing!