

Template Content Strategy

by Content Strong Communications

Company name: _____

Draft date: _____

OVERALL NOTES

- This strategy comprises 12 sections to help you think both broadly and strategically about your goals and the steps needed to reach them.
- Don't hesitate to be visual. As much as the content itself reflects your brand, so too can this content plan.
- Not all prompts may work for you or your company. Use what pertains to you, but think about each prompt thoroughly before dismissing it.
- It's important to be thorough and to share your content plan with others across your company. Other teams and units in your company are your brand ambassadors. You want them engaged in helping you to curate content they see, generate new ideas for your content building team, as well as share your content in a way that helps to increase visibility and grow your conversions and customers.
- Don't forget to come back to this plan. Set timelines to revisit the plan, make sure you're keeping on track, measure whether you're hitting your targets and goals, and readjust when necessary.
- If you have questions, need guidance or support, or just want someone to bounce ideas off of, you can always contact me at sharlyn@contentstrong.ca to book a consultation! Similarly, if this plan seems out of your depth, and you're hoping someone will create one for your company - I can help with that too!

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1. REVIEW, AUDIT AND ANALYSIS

- What content do you have currently?
- How is it prioritized, gathered, organized, formatted, distributed?
- Is it working well, what are your benchmarks and returns?
- What's your brand's voice, how well is your brand identity represented throughout your current content?

2. OBJECTIVES

- What are your business goals?
- What are your content goals /what kind of content do you need?
- How will this content help you achieve business goals?
- What are your current benchmarks and what will your KPIs (key performance indicators) be?

3. AUDIENCE

- Who is your audience/are your audiences?
- Is there a niche audience you can target and who are they?
- What are your audience's needs? What motivates them? What are they interested in?
- Do you have buyer personas? Can you develop some quickly with what you know about your audience
 - [ex. of a buyer persona: 'Working Mom Wendy', her background, her goals, her challenges, how your company can help her]
- What are your current top 3 key messages used to communicate with your audience?

4. VALUE PROPOSITION

- What's your brand's unique value proposition?
- Environmental scanning - what's already out there, what are your competitors doing? How will you stand out from other content creators?
- What value does your content provide that others don't?
- What will your call to action be? I.e. Do you have any new products or programs that bring value and how can you promote them?

5. CURATION

- What assets do you currently have that can be used to create new content? (ex. product photos, spokesperson quotes, FAQs)
- Begin to source content from other sources that you may be able to use/ re-purpose and give credit to, to build your audience
- Don't forget to contextualize: add knowledge, add tags, comments, add more info, rate the borrowed post etc. to make it your own.
- Review the content to ensure it complies with your brand and make changes as necessary for SEO (search engine optimization)
- Gather list of industry figureheads so you can tag them in promotional tweets/IG posts and flatter contributors to encourage re-sharing by them.
- Consider what user generated content you can seek out and use.

6. CREATION

- Determine what channel (blog, email, Instagram, Facebook, Threads etc.) you are using and create a concept tailored to the nuances of each specific channel.
- Determine the role of your content. For example is your content for
- Awareness: Connects emotionally, creates product awareness, encourages reach
- Consideration: delivers product features, is helpful, is specific
- Decision and action: promotions, creates urgency, offers value, reassures value
- Nurturing relationships: offers support, encourages feedback, offers incentives, provides new product updates
- How will you incorporate brand, tone of voice, style/look and feel?
- Build common characteristics into content at the beginning of your creation process, (common terms, words, tags, colors, etc.). This basic SEO research will help you optimize your content at the onset.
- Develop a content/editorial calendar.

7. DISTRIBUTION

- How/where are you delivering your message?
- What services and/or software are you going to use?

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8. GOVERNANCE

- What processes, procedures, tools and resources are required to disseminate successfully and maintain content creation overtime
- Will you use a CMS? Will you track content metadata and how will you describe your content as you save/manage it so that you can easily find/access/repurpose it later?

9. MONITORING AND MEASUREMENT

- How are you tracking your content?
- Check in monthly to determine whether its meeting your benchmarks
- When you check in, ask yourself what insights you are gathering and what changes you should consider making.
- Are you getting conversions (leads, transactions, revenue, goal completions)/What's your conversion rate?

10. MAINTENANCE

- Are there posts that did particularly well that you can re-purpose, maintain or change slightly and re-use?
- Are there assets that underperformed that can be used differently or on a different channel to achieve a better outcome?

11. ADDITIONAL RECOMMENDATIONS

- Do you have any additional notes or recommendations
- Your content planner, social media manager, organizational leader etc. should know about the choices you made or perhaps additional information that may bolster your content strategy, mention them here.

12. BUDGET

How much will you allocate for:

- Paid content
- Influencer marketing
- Photo acquisition
- Tracking tools