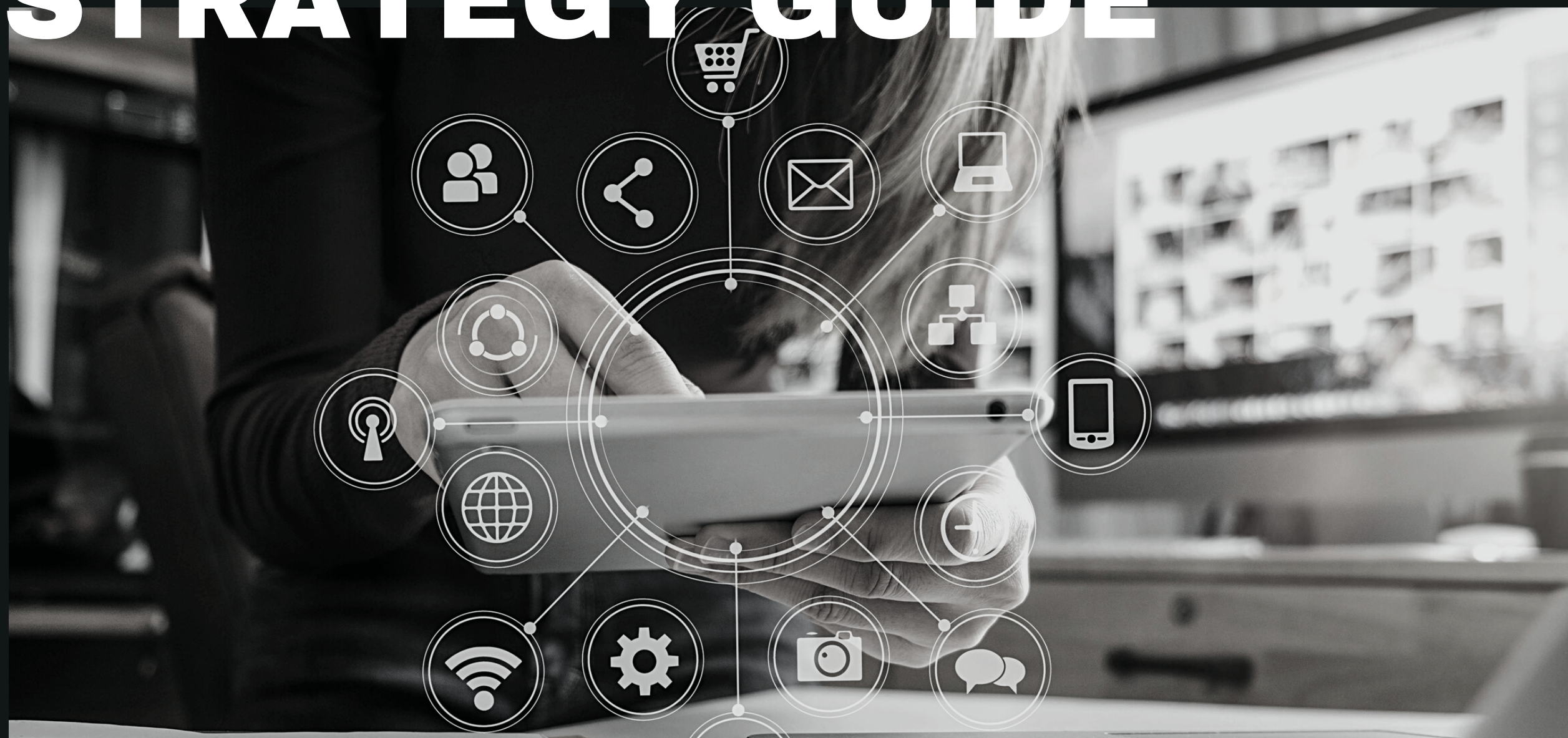


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CONTENT STRATEGY GUIDE





What Is a Content Strategy?

It's a documented plan that outlines your marketing goals and helps identify the best creative material and distribution channels to achieve those goals. This plan, rooted in actual data, should allow you to make better decisions, stay accountable, and make better use of your marketing budget.

Yours Should Include:

1. Your Marketing Goals
2. Customer Segments and Personas
3. Customer Journey
4. Creative Considerations for Ads and Social Content Tailored to Your Audience
5. A Distribution Strategy Across Varying Channels




Marketing Goals

Purpose:

Define measurable goals that will help keep your team accountable.

How You Do It:

1. **Content Strategy Statement** to explain the big picture of what you're trying to do.
 2. **Objectives** that clearly define your content strategy goals.
 3. **Key Results** that help you measure your objectives.
- 

Customer Segments and Personas



Purpose:

Understand who your audience is, what they're interested in, and how we can serve their needs

How You Do It:

Using our [Personas Template](#), you can work through a series of questions to establish 3-5 Customer Personas (Archetypes for those interested in your brand)



Customer Journey

Purpose:

Identify what people need to hear at each stage to make sure your messaging is consistent and effective.

How You Do It:

1. Plot the Stages of your buyers journey (Awareness, Consideration, Analysis, Purchase, Loyalty)
2. Determine KPIs for each stage
3. Identify Messaging for each stage
 - a. What do we want them to do?
 - b. How do we want them to feel?

Creative Considerations

Purpose:

Clarify how you can clearly communicate your message at each stage of the funnel through creative assets such as Ads, Social Content, and Landing Pages.

How You Do It:

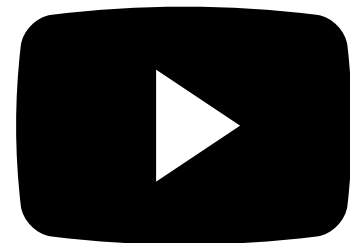
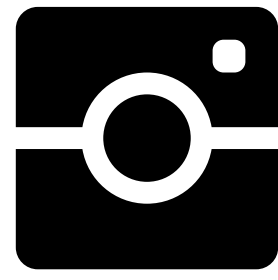
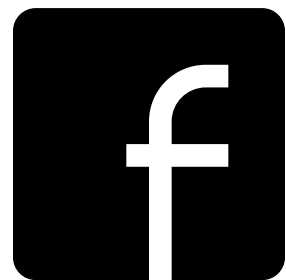
1. **Identify a Bottom Line Message** for each asset or group of assets (What do you want viewers to *do* or *know*?)
2. **Be Formulaic** (Every asset should, in some way, identify a problem and offer solution with a CTA)
3. **Apply Creativity** (Now that you know how to "support the sale," you can apply outside-the-box ideas.)

*Pro Tip: It is best to have established content pillars and a content schedule that guide this process of asset creation

Distribution Strategy

Purpose:

Identify the most effective means for speaking to your target audience



How You Do It:

1. Select the main channels through which you should distribute your content (Facebook, Instagram, YouTube, etc.)
2. Outline a strategy for pulling potential customers through your funnel across selected channels
3. Start broad, use a highly creative sales video to collect data on your ideal customers and begin pulling them through your funnel

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