

Content Strategy Brief

Company:

Author:

Last Revised:

Business Goals & Objectives

What are you hoping to accomplish with your content strategy?

Make sure to come up with measurable goals & objectives. Be as specific as possible. For example, 10 leads/mo., 100 signups/yr., 12 downloads, 15% more pageviews YTD.

Content Production

What are some themes or content ideas that would be valuable to your audience?

What are the most common questions you get that can be addressed? What is missing from your corporate messaging right now? Can you help drive sales or customer success?

What is your hypothesis / point of view to support?

How do you see things differently? What is your unique position/approach?

What research/data do you need to collect?

How can you test your hypothesis? What research needs to be conducted? How can you do that?

What other resources are required to get your content produced?

List specific people/subject matter experts you need access to. Do you need a graphic designer for document layout or assistance? Do you need a photographer, writer, or videographer? Later, you can get specific for individual pieces of content.

Channels and Formats

What channels will you use to distribute your content?

Where are you already active? How can you start quickly? Where will you have an impact? Consider: Your Blog, LinkedIn, Instagram, Facebook, YouTube, Medium, Industry Associations, Special Interest Sites. What about paid options (sponsorship)?

What is the best format for your content?

Go with what you know, but don't be afraid to experiment. If this is going to be Flagship Content, make it substantial to start with supporting content parcels. Consider: Whitepapers, Video, Podcast, Blogging, Social Media, Images.

Content Calendar

What will be your frequency for publishing content?

Be specific for each content format listed above. This will lead to the creation of an actual content calendar. Outline the frequency, formats and themes that can support each other.

Measurement

How will you measure your results? What needs to help you with your measurement?

Look back at your goals and objectives and make sure you have a plan to capture supporting data for your content strategy. List any other dependencies you need to address (i.e., access to analytics, website email capture form)