

## Content Marketing Strategy Template

To ensure your company stays organized, accountable and results-driven, use this example content marketing strategy document to direct all of your content-related campaigns.

### 1. Set Strategic Goals:

Add the goals your organization is already focused on, then add the goals that are specific to content that align with those business objectives. Lastly, pair metrics with these goals to understand if your organization has achieved them or not.

Business Goals	Content Marketing Goals	Corresponding Metrics
Thought Leadership	Content Engagement	Media Mentions
Customer Growth	Lead Generation	Cost Per Lead

### 2. Define Your Audience:

Before creating detailed customer personas to define who your customers are, answer the following questions about the people you're trying to reach:

Think about the customers your company serves. How would you organize them into different segments to better understand their unique needs and challenges?

With these customers in mind, choose a name to describe each segment that's easy to remember and quickly identifies them. For example, 'Celeste the Student' could be used to describe your customers who are attending university.

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## 3. Organizing Topics into Categories:

Choose three to five categories of topics to direct what themes you'll consistently address with content. Each topic you're focused on must be engaging, relevant, and complementary.

Topic Category	Brief Description
1.	
2.	
3.	
4.	
5.	

## 4. Producing Content:

To produce meaningful content that builds loyalty and trust with your audience, embrace the fundamentals of storytelling. Complete this exercise when producing content for each campaign.

Step	Action
1.	<div>What's the core message you're trying to communicate with this topic?</div> <div>Answer:</div>
2.	<div>What type of story would effectively convey the topic and the core message behind it? Educational? Entertaining? Values-driven? Mixed approach?</div> <div>Answer:</div>

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3.	<div>How would you structure this content with a defined beginning, middle, and end?</div> <div>Answer:</div>
4.	<div>How will you include characters and their unique perspectives and experiences within this content?</div> <div>Answer:</div>

## 5. Integrating Content:

To reap the full benefits of content marketing, this approach should be integrated across your organization in the departments where it'll have the biggest impact.

Select three departments that'd gain the most benefits from embracing content marketing.

Customer Service	PR	Internal Comms	C-Suite	Sales	HR	IT	Legal
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Describe how this content could benefit from producing content by partnering with marketing.

1. [Department Name]:

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2. [Department Name]:

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3. [Department Name]:

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## 6. Creating a Content Marketing Toolkit:

Whether measuring your progress or researching what topics make sense to cover, it's helpful to build-out a content marketing toolkit to save time and automate the repetitive processes.

Here's a range of tools to consider for each type of content marketing activity.

Marketing Function	Content Marketing Tool Options
Content Management System	WordPress, HubSpot, Contently, CoSchedule
Written Content Production	Grammarly, Google Docs, Airstory
Visual Content Production	Canva, Placeit, Adobe Photoshop
Audio Content Production	Descript, Audiogram, Transistor, Simplecast
Video Content Production	Wistia, Animoto, Wave.Video
Interactive Content Production	SnapApp, Typeform, Ceros
Email Content Production	MailChimp, Mailcharts, AWeber
Image Content Sourcing	Unsplash, Death to Stock, Shutterstock
Audio Content Sourcing	Epidemic Sound, Musicbed
Content Promotion	MeetEdgar, Buffer, Sprout Social, HootSuite
Content Research	BuzzSumo, Ahrefs, SEMrush
Content Analytics	Google Analytics, Hotjar, Keyhole, Chartbeat

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## 7. Experimenting Beyond Best Practices:

Experimenting with content can mean testing changes, looking into small details like blog post timing, or innovating on a larger scale like launching a series on a new platform. To get started, identify what aspects of your content marketing program you want to test.

Areas of your content marketing that aren't working:

Areas of your content marketing that could use improvements:

Areas of your content marketing that are performing really well:

## 8. Staying Updated on Content Marketing:

To continue to excel with content marketing, it's important to stay updated by learning about new approaches, content formats, and advancements in marketing.

Find podcasts, email newsletters, and publications that cover content marketing that you can reference on a regular basis to stay ahead of the curve.

- Econsultancy - [econsultancy.com/blog](https://econsultancy.com/blog)
- Digiday - [digiday.com](https://digiday.com)
- Marketing Dive - [marketingdive.com](https://marketingdive.com)
- Content Marketing Institute - [contentmarketinginstitute.com/blog](https://contentmarketinginstitute.com/blog)
- [Add your own go-to content marketing news sources.]
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