

Content Strategy Blueprint

Building an effective content strategy begins with a client interview. During this process, you will strive to understand the brand, mission, values, goals, and blockers. Developing a content strategy requires active listening to ensure you can hear nuances that could impact your plan in later stages.

Researching the Client

Client goals: What is the ultimate business goal? Where is the brand now and where does it want to be? What are the time constraints and are they realistic? Start to think about advantages and any blockers to reaching their goals.

Brand identity: How is the brand perceived and by whom? What is the brand's voice, tone, and key messaging?

Competitive analysis: Who is the brand's primary and secondary competition? How are they perceived by the brand's target market? What are their market advantages? What are their market disadvantages?

Target audience: Who is the brand's target audience? What are the individual personas associated with the target audience? What are their needs, goals, and blockers to engaging with the brand?

Analyzing the Content

Content Production: What content is being produced? How often? On what digital and nondigital platforms is the content being distributed? How is the content performing with the target audience?

Content inventory: Perform a deep assessment of the existing content including where it currently resides in the digital/nondigital environment, tags, keywords, internal links, and external links.

Content audit: Document all the content on the brand's website and other digital platforms such as YouTube, Vimeo, or social media, along with performance metrics.