

CONTENT STRATEGY CHECKLIST



WHAT'S YOUR PURPOSE?

Why do you want to share content? What do you want to achieve?

WHY?

All content needs a purpose, whether that's to build awareness, drive engagement or boost conversions. Content should align with your core values, centre on your key products and services and make it easy for potential customers to see how you can help them with their issues.

CONSIDER

- Business plan
- Core values
- Key products/services
- Audience pain points
- Unique Selling Proposition (USP)
- Identify goals (traffic, engagement, conversions)
- Competitor analysis.

WHAT'S YOUR MESSAGE?

What is your key message? Why should people care?

WHAT?

Your message needs to be clear and speak to your audience's problems. Like an elevator pitch, it should be simple, easy to understand and memorable. Most importantly, it shouldn't focus on you - it should be aimed at your audience, focusing on the benefits you can deliver.

CONSIDER

- Mission & values
- Message relevance (why does it matter?)
- Message clarity
- Message differentiation (e.g. potential vs existing clients)
- Frequently asked questions
- Metrics to measure success

WHO'S YOUR AUDIENCE?

Who will benefit from your content? What are their pain points?

WHO?

It's important to segment your audience and understand who will benefit the most from your content. You need to know their pain points, where they are on the customer journey and how your product or service can help them to drive an effective content strategy.

CONSIDER

- Pain points/challenges
- Audience demographics
- Customer journey
- Content preferences
- Preferred channels
- Customer personas/avatars
- Tone of voice and language
- Reading & comprehension level.

STRATEGY VS PLAN

Create an effective content strategy before moving on to your content plan

CONTENT STRATEGY INCLUDES:

WHY ARE YOU CREATING CONTENT? (YOUR PURPOSE)

WHAT INFORMATION DO YOU WANT TO SHARE? (YOUR MESSAGE)

WHO DO YOU WANT TO REACH? (YOUR AUDIENCE).

CONTENT PLAN INCLUDES:

HOW WILL YOU SHARE YOUR CONTENT? (CONTENT TYPE)

WHERE WILL YOU SHARE YOUR CONTENT? (CONTENT PLATFORM)

WHEN WILL YOU SHARE YOUR CONTENT? (CONTENT FREQUENCY).

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