

# Content Strategy Worksheet



Kreative Solutions

Develop your content marketing strategy, a plan for implementation, & a plan for evaluation.



## Outline

This worksheet will summarize the key elements of your content marketing strategy:

1. Identify the need
2. Define your objectives, audience, unique selling proposition, and channels
3. Audit your current performance and the competition
4. Develop content ideas, define formats, and outline your distribution strategy
5. Create a plan for implementation
6. Monitor your progress
7. Evaluate your efforts

This guide is free for anyone to use. If you would like to co-create your marketing strategy together, please reach out to Kreative Solutions.

# 1. Define



The need, objectives, target audience, unique selling proposition, & channels.

## A) Why does your business or organization need content marketing?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## B) What are your objectives ? What are you trying to achieve?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## C) Who are you trying to reach? Who are your customers?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# 2. Audit



Analyze your current performance and the competition.

## F) Create an Evaluation Framework

Channel	Objective(s)	Goal	Metric

# 2. Audit



Analyze your current performance and the competition.

## G) Select 5 Competitors

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## H) Find Inspiration - What are they doing well? Any interesting topics?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## I) Be Different - What could you do better or differently?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

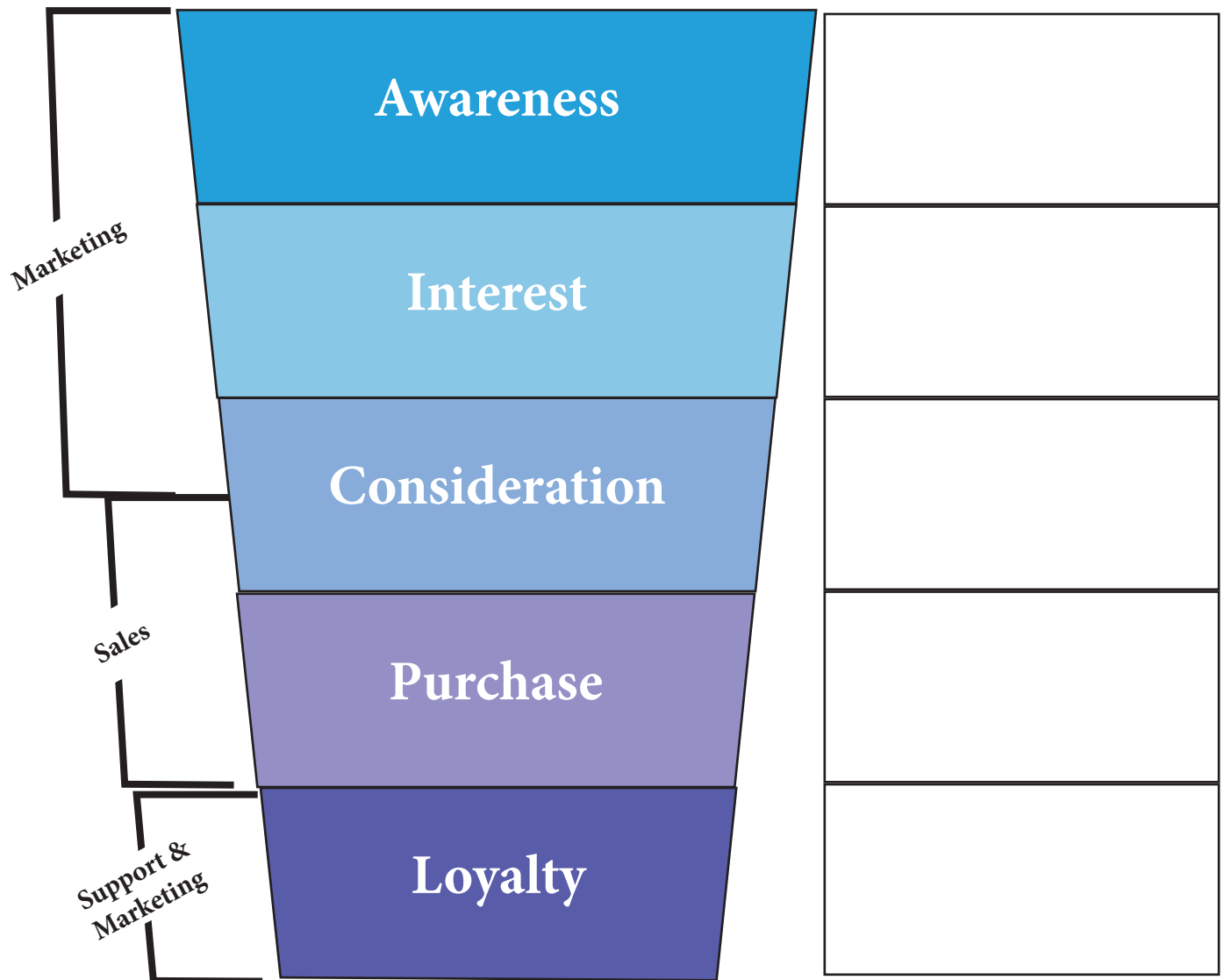


# 3. Brainstorm

Outline available content types, tie the content to the customer journey, & outline your plan.

## L) Map the Content to the Customer Journey

*How do you target this stage?*



# 4. Plan



Outline your promotional schedule, themes, and accountability tools.

Channel	Frequency	Content
What channel(s) will be used?	How often will you post?	What will you share?



# 4. Plan



Outline your promotional schedule, themes, and accountability tools.

## **(N) What are the roles? Who will create, share, & monitor?**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## **(O) How will you plan your content?**

Depending on your business, you may consider daily social themes inspired by hashtags (See Hashtag Guide) or monthly or seasonal themes (See Content Themes Calendar)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## **(P) How will you hold yourself accountable?**

Create checklists and schedule calendar reminders!

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# 4. Monitor



Outline how you will monitor engagement, respond/interact, and helpful tools.

## Key Questions

(Q) Who is responsible for monitoring engagement? \_\_\_\_\_

(R) What is an appropriate response time? \_\_\_\_\_

(S) List the tools you will use:

# 8. Evaluate



Define metrics to monitor, frequency of reports, and timeline.

## Key Questions

(T) How often will you update your evaluation framework? \_\_\_\_\_

(U) How often will you create a report for stakeholders? \_\_\_\_\_

(V) How often will you re-evaluate your strategy? \_\_\_\_\_

(W) Which tools will you use for monitoring & reporting?