

CONTENT DEVELOPMENT WORKSHEET

CONTENT MARKETING STRATEGY

1	UNDERSTAND YOUR AUDIENCE Know who you are writing content for (Customer Segmentation)
2	POSITIONING MESSAGE Create messaging to target your audience
3	CONTENT TYPE Type of content to create that your audience likes to read (social, blog, eblast, newsletter, etc.)
4	CHANNELS Determine the channels for content distribution
5	KEYWORD RESEARCH Use context that speaks to your audience, that is trending, that reflects your content, etc.
6	MANAGE CONTENT Evaluate best distribution practices of each channel (i.e., eblasts Tuesdays, social best practices, etc.)
7	TRACK RESULTS Review your results and make sure to identify where successes were and learnings.
8	REPURPOSE CONTENT Repurpose and adjust content for other channels.

QUICK TIPS: CREATING VALUABLE CONTENT

READABLE	CAN THE USER FIND THE CONTENT? Inverted pyramid writing style Bullets Numbered lists Maintaining your brands tone and style
UNDERSTANDABLE	CAN THE USER UNDERSTAND THE CONTENT? Use an appropriate content type (text message, blog, eblast, video, etc.) Reflection that you considered the customer’s segment Context
ACTIONABLE	WILL THE USER WANT TO TAKE ACTION? Include the following: Call to action Place to comment Invitation to share Link to related content
SHAREABLE	WILL THE USER SHARE THE CONTENT? Something to provoke an emotional response A reason to share or ask to share Personalization (add hashtags, etc.)