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a content strategy is the planning creation publication management and governance of content a great content strategy will attract and engage a target audience meeting their needs while driving business goals say your business goals include increasing brand awareness

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step 1 define your goals for your content strategy great content is created for a specific purpose and this purpose needs to be clearly defined ask yourself if you are creating content to boost brand awareness generate leads convert users attract past customers improve search ranking results or something else altogether

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intro what is a content strategy why do you need a content strategy what makes a good content strategy what does a content strategy include how to create a content strategy phase 1 discovery review your business goals do a content audit review your tech stack phase 2 planning document your content strategy goals

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a content strategy is a road map you follow to reach your business goals using content marketing it helps you decide on and plan for engaging valuable content at each stage of the buyer s journey from awareness of your solution to becoming a client and beyond with retention and advocacy

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guide

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1 define your goals with clearly defined desired outcomes and success measures you can design a strategy that moves you closer to your business goals think about what you d like to achieve with your content at this stage focus specifically on the what we ll get to the how in later steps

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understand content strategy and its business value discover the processes and people behind a successful content strategy make smarter achievable decisions about what content to create and how find out how to build a business case for content strategy

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a content marketing strategy is a plan for creating and sharing content that appeals to your target audience and helps you achieve your business goals you might assume that creating a content marketing strategy is complex but that doesn t have to be the case it just needs the right elements

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a content strategy creates the opportunity to organise your library of existing content produce new content more efficiently attract target customers and engage

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them throughout all stages of the buyer s journey educate and serve your audience more effectively become an authority in your niche spend your marketing budget more effectively

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17 min read a content strategy is a strategic approach to creating managing and distributing content it involves planning and executing a roadmap for content creation distribution and optimization a content strategy provides a framework to create valuable and purposeful content by focusing on the needs of the audience

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2 audience 3 content type tone voice 4 distribution channels 5 workflows task management 1 goals the first thing that you need to do when planning a content strategy is to define your goals you can t plan a strategy unless you re clear about what you want to achieve from your initiatives

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content strategy refers to creating and managing digital media to achieve specific business goals this can include written audio and even video content overall your content creation strategy aims to bring your company measurable results whether related to more visitors greater brand awareness or more customers in your sales pipeline

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by jodi harris published september 3 2019 high level strategy editor s note a successful content marketing program starts with a documented strategy we ve updated this guide to help you with the latest resources and still essential criteria for crafting a strategy

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content strategy is the ongoing process of developing a comprehensive plan to ideate design create share and promote content that aligns with your brand speaks to your target audience and is measured against specific goals

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the content strategy toolkit methods guidelines and templates for getting content right 2nd edition book by meghan casey released may 2023 publisher s new riders isbn 9780138059262 read it now on the o reilly learning platform with a 10 day free trial

a three part content strategy roadmap gathercontent

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the three essential elements of content strategy 2 diagnosing your current situation 3 creating a guiding policy 4 planning coherent actions but a content strategy isn t a 100 metre dash in a straight line it s a marathon on windy mountain paths try to sprint it and you ll burn out or lose your way

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anna kaley november 13 2022 summary a content strategy is a high level plan that guides the intentional creation and maintenance of information in a digital product organizations generate content to facilitate the interaction between people whether current or prospective customers employees or clients and their products or services

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january 10 2022 developing a content marketing strategy isn t just a perk it s a necessity whether you re just starting to implement content marketing into your
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social media marketing strategy or you re going back and tweaking an already existing campaign developing and continually updating your content marketing strategy is crucial

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step 4 create a blog repurposing strategy the days of pushing out massive amounts of blog content regardless of quality are gone instead of forcing yourself or your team to produce volume over value focus on publishing high quality content at a steady pace that works well for everyone

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