

# Content Marketing Strategy

## Objective

At a high level, what are you trying to accomplish? What does the business or organization need you to do?

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## Goals

More specifically, what do you need to do? What does your group or department need to accomplish?

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## Target Audience

Who are you trying to reach? What do these people do? What do they care about? Think about both your internal and external audiences.

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## Content Standards

Who is your brand or organization? What does your voice sound like? How would you describe who your organization is?

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## Tactics

How will you reach your audience? Think about all of the ways that you communicate with your internal and external audiences currently. Are there new methods you might try? What does that outreach look like? Think about timing, type of communication, and who might own the initiative.

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## Metrics for Success

What will success look like for you? Think high-level as well as more specifically. What does your leadership need to see? How will you benchmark your success?

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## Data Analytics

What metrics will you track and how often will you update them? Make sure these metrics ladder back up to your metrics for success.

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Want some help? Drop us a line and we'll walk you through developing your content marketing strategy.



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