

Steps for Setting a Content Strategy



1

Define your objectives

Start by identifying what you want to achieve with your content. It could be increasing brand awareness, driving website traffic, generating leads, or establishing thought leadership. Clear objectives will guide your content creation and ensure it aligns with your business goals.

2

Understand your target audience

Research and define your target audience, including their demographics, interests, and pain points. This understanding will help you create content that resonates with your audience and provides value to them.

3

Identify content topics

Brainstorm a list of topics that are relevant to your business and interesting to your target audience. Consider their informational needs, challenges, and the solutions your products or services offer. Aim for a mix of educational, entertaining, and promotional content.

4

Choose content formats

Determine the most suitable content formats for your business and target audience. This could include blog articles, videos, infographics, podcasts, social media posts, or e-books. Consider the preferences of your audience and the resources you have available for content creation.

5

Plan content distribution

Determine the channels where you'll distribute your content. This could include your website, blog, social media platforms, email newsletters, industry publications, or guest posting on other websites. Each channel has its own strengths, so choose the ones that align with your goals and audience.

6

Create a content calendar

Develop a content calendar to organise and schedule your content creation and publication. It helps you maintain consistency, plan for seasonal or timely content, and ensure you're covering a diverse range of topics. A calendar also helps you track your progress and stay on top of deadlines.

7

Promote and optimize your content

Once you publish your content, promote it through various channels to reach a wider audience. Use social media, email marketing, influencer collaborations, and search engine optimisation (SEO) techniques to increase visibility and engagement. Monitor the performance of your content and make adjustments based on data and feedback.

8

Measure and analyse results

Track the performance of your content using analytics tools. Measure metrics such as website traffic, social media engagement, conversion rates, and leads generated. Analyse the data to understand what's working well and what needs improvement. Use these insights to refine your content strategy over time.

Let's consider an example of a content strategy for a small boutique coffee shop called "Sip & Brew." Here's an outline of how their content strategy might look:

Step 1 - Objective:

Increase brand awareness, attract local coffee enthusiasts, and drive foot traffic to the coffee shop. Note: This is just a high-level overview of objectives for example purposes. Have a look at Chapter 1 of my eBook, *Digital Marketing Strategy on a Budget: A Small Business Owner's Guide*, for an in-depth explanation of how to set your objectives.

Step 2 - Target Audience:

Coffee lovers and local residents aged 18-35 who appreciate specialty coffee and a cozy atmosphere. Note: This is just a high-level overview of a target audience. Have a look at Chapter 2 of my eBook, *Digital Marketing Strategy on a Budget: A Small Business Owner's Guide*, for an in-depth explanation of how to determine your target audience.

Step 3 - Content Topics:

- **Coffee Brewing Techniques:** Share educational blog articles and videos on different brewing methods, tips, and tricks.
- **Behind-the-Scenes:** Showcase the coffee shop's story, values, and team members through blog interviews and social media posts.
- **Seasonal Promotions:** Create content around seasonal drinks, special discounts, or limited-time offers.
- **Local Events:** Highlight community events, collaborations, or partnerships to foster a sense of belonging.
- **Coffee Recipes:** Share recipes featuring signature coffee drinks or unique flavor combinations.

Step 4 - Content Formats:

- **Blog Articles:** Publish informative and engaging articles on the Sip & Brew website, covering topics like brewing techniques, coffee profiles, and coffee-related news.
- **Social Media Posts:** Share visually appealing images, videos, and short tips on Instagram and Facebook to engage the audience and promote upcoming events or offers.
- **Email Newsletters:** Send monthly newsletters with exclusive discounts, behind-the-scenes stories, and upcoming event announcements to subscribers.
- **Video Tutorials:** Create YouTube videos demonstrating coffee brewing techniques or showcasing the coffee shop's ambiance.

Step 5 - Content Distribution:

- **Website and Blog:** Publish articles and recipes on the Sip & Brew website, optimising them for search engines.
- **Social Media Platforms:** Regularly post visual content, engaging captions, and relevant hashtags on Instagram and Facebook.
- **Local Event Calendars:** Collaborate with local event websites or community platforms to promote Sip & Brew's participation in local events.
- **Email Marketing:** Send newsletters to an email list of customers, offering exclusive discounts or notifying them about upcoming events.

Step 6 - Content Calendar:

Develop a monthly content calendar that outlines the topics, formats, and publishing schedule to ensure consistent content creation and distribution. You can have a look at the Downloads section on my website for a Content Calendar template that you can use for this step.

Step 7 - Promotion and Optimisation:

- **Social Media Advertising:** Boost posts or run targeted ads to reach a broader audience and increase engagement.
- **Search Engine Optimisation (SEO):** Optimise blog articles with relevant keywords, meta tags, and internal/external linking to improve search engine rankings.
- **Collaborations:** Partner with local influencers or coffee enthusiasts to co-create content or host coffee-related events.

Step 8 - Measurement and Analysis:

- Track website traffic, social media engagement, email open rates, and click-through rates to evaluate the performance of content.
- Analyse customer feedback, comments, and reviews to gather insights and make data-driven improvements.
- Use Google Analytics or other analytics tools to monitor conversions, such as online orders or foot traffic attribution.

Remember, this is just an example, and a content strategy should be tailored to the specific needs and goals of your business. Adapt and customise the strategy according to your industry, target audience, available resources, and business objectives.