



Building Blocks of Content Strategy

Know the organization

- Conduct stakeholder interviews
- Create a content strategy statement
- Assess documents from strategic initiatives
- Compare with competitors

Know the audience

- Create empathy-based personas
- Develop customer journeys
- Survey the audience
- Collect and use analytics
- Usability testing

Ensure content effectiveness

- Audit content
- Set measurable goals
- Create editorial guidelines
- Develop a message architecture
- Train content authors

Plan, promote/ market content

- Create a central content planning/promotion calendar
- Develop a search engine optimization strategy

Supporting structure

- Create a single taxonomy/controlled vocabulary
- Identify metadata
- Develop a set of content models
- Create a common content structure

Content governance/operations

Job descriptions, roles/responsibilities, workflow