

THE 5 QUESTIONS OF

# CONTENT STRATEGY

JENNWORK

CONTENT STRATEGY

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## **USING VISION + VOICE TO BUILD REVENUE**

Build long-term relationships, trust + loyalty  
with your readers, viewers, fans, customers.

## CONTENT STRATEGY

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# FIVE QUESTIONS

HOW CAN CONTENT  
GROW MY BUSINESS?

WHAT SHOULD  
MY BRAND SAY?

HOW MUCH  
CONTENT DO I NEED?

WHERE SHOULD  
MY CONTENT LIVE?

HOW DO I KNOW  
WHAT'S WORKING?





## CONTENT STRATEGY

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# HOW CAN CONTENT GROW MY BUSINESS?

Offering valuable insight, tips, offers creates a loyal audience that trusts and even depends on you and values your recommendations and services and products.

Gathering an audience that others want to reach creates a valuable asset to advertisers that you can own.

Connecting with fans/readers/customers creates direct feedback loop for your product, expertise, services.



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# HOW CAN CONTENT GROW MY BUSINESS?

**TIP:** Create 3 to 5 key messages to focus on at any one time and orbit your content and PR strategy around them.



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# WHAT SHOULD MY BRAND SAY?

Respect your brand – but also respect your audience.

If your audience is telling you they're not interested, if they're annoyed by something you do, consider whether it's right to continue — or if it's time to pivot.



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# WHAT SHOULD MY BRAND SAY?

Brand voice can be distinctive, neutral and everything in between. A few key ingredients to consider include:

PERSONALITY

AUDIENCE SEGMENTATION

EDITORIAL GUIDELINES

CADENCE + CALENDAR

FEEDBACK



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# WHAT SHOULD MY BRAND SAY?

**TIP:** Don't guess your brand's voice. Know what it will say before you start promoting it.

Imagine meeting your brand at a bar. Who would she be — and what would she say (and to whom)?





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# HOW MUCH CONTENT DO I NEED?

It depends on your goals, competitive landscape, budget — a lot of factors.

Great content is essential for almost any kind of marketing or campaign – and creating it can be both expensive and time consuming.

Content partnerships can be a help but you only want to borrow so much to fill in around the edges of your unique voice, vision and value.



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# HOW MUCH CONTENT DO I NEED?

"Marketing is fleeting. Spend \$500 on ads today, and you'll have to spend again tomorrow to see the same results. But spend \$500 on a piece of great content today and it will drive continuous traffic and leads for free—by ranking well for search, getting shared on social, engaging website visitors, and increasing newsletter engagement." — Content.ly

"You'll either spend going in — or you'll spend going out." — Liz Kressel



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# HOW MUCH CONTENT DO I NEED?

**TIP:** Start slow and keep building. Don't try to stoke every fire all at once.

Pick one or two social channels — and set aside a budget for content.



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# WHERE SHOULD MY CONTENT LIVE?

It depends on your audience, your goals, your brand voice:

ARE YOU DRIVING SALES?

ARE YOU BUILDING REACH?

ARE YOU GROWING A COMMUNITY?

ARE YOU REACHING FOR GENX?

HOW ABOUT GENZ?



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# WHERE SHOULD MY CONTENT LIVE?

**TIP:** Think of your ideal customer: Where are they gathering and what pain point can you solve?

**Hint:** It's not always about social media.



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# HOW DO I KNOW IF IT'S WORKING?

Simply put, the numbers will tell you:

UNIQUE VISITORS  
RETURN VISITORS  
TIME ON SITE  
PAGES/SESSIONS  
SCROLL DEPTH

Social metrics come into play here too:

SHARES  
COMMENTS  
LIKES



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## HOW DO I KNOW IF IT'S WORKING?

**TIP:** Know before you grow —  
then track and analyze  
results.



VOICE + VISION + VALUE

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