

CONTENT STRATEGY TEMPLATE

Prepared By: _____

Version: _____

1. Executive Summary

Brief overview of the content strategy objectives, target audience, and key goals. Summarize the purpose and expected outcomes of this strategy.

2. Business Objectives

Clearly define the business goals that the content strategy aims to support. Include measurable objectives aligned with marketing and corporate strategies.

3. Audience Analysis

Detail the primary and secondary audience segments including demographics, psychographics, pain points, content preferences, and channels used.

4. Content Audit

Inventory existing content assets, evaluating content quality, performance metrics, gaps, and opportunities for repurposing or removal.

5. Content Plan

Outline types of content to be created, themes, topics, formats, and publishing frequency. Include planned distribution channels and partnerships.

6. Content Governance

Define roles and responsibilities for content creation, approval, publishing, and maintenance. Describe workflows, editorial guidelines, and compliance standards.

7. SEO and Keyword Strategy

Describe keyword research findings, target keywords, on-page SEO tactics, and content optimization plans to improve search engine rankings.

8. Content Distribution and Promotion

Detail methods and channels for content promotion including social media, email marketing, paid advertising, and influencer partnerships.

9. Metrics and KPIs

Specify key performance indicators to measure success including traffic, engagement, conversions, and ROI. Describe tools and reporting cadence.

10. Budget and Resources

Outline budget allocations for content creation, tools, promotion, and personnel. Include resource planning and potential outsourcing.

11. Risk and Compliance

Identify potential risks related to content strategy execution including legal compliance, copyright, and brand reputation. Define mitigation measures.

12. Approval and Sign-Off

Document the approval process including stakeholders involved, criteria for acceptance, and final sign-off authority for the content strategy.

CONTENT STRATEGY CREATOR

APPROVING MANAGER

Signature: _____

Signature: _____

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