

# Content Marketing Strategy

Discovery document

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# Steps

1. Consider Your Publishing Network
2. Identify Content Stakeholders
3. Clear Communications Strategy
4. Audit Your Content Library
5. Benchmark Your Competitors
6. Leveraging Relationships for Content
7. Starting to Become a Publisher
8. Next Steps

# 1. Consider Your Publishing Network

Write down all the places your organisation can publish content, e.g. domains, sub-domains, micro-sites and social platforms. How can you publish here from a technical perspective, are there content management systems (CMS) available?

*Write notes here*

## 2. Identify Content Stakeholders

Who are the stakeholders involved in publishing content for your organisation e.g. brand/marketing, PR, social and web development teams? What processes are employed by these teams and what time-frames need to be considered? Who has responsibilities around content development, sign-off and distribution?

*Write notes here*

### 3. Clear Communications Strategy

Is there a **communications strategy document** for your organisation, clearly identifying the target audiences for the brand and the positioning needed to reach them? What are the core values and messages that should be conveyed through your content?

*Write notes here*

## 4. Audit Your Content Library

It is likely your organisation **already has useful content**. Take a thorough audit of what is available, e.g. internal reports, photos, website FAQs, articles, micro-sites or videos. If this content is online, look at traffic or engagement metrics to identify top performers that can be built upon.

*Write notes here*

## 5. Benchmark Your Competitors

Identify the leading competitors within your market. What content have they produced and how well did it perform? Are there ideas here that could be adopted or customised for your brand and audience? What content do the stakeholders identified in [step 2](#) hold up as best in class?

*Write notes here*

## 6. Leveraging Relationships for Content

Discuss the current above the line (ABL) advertising planned for your brand. Think broadly across, and connected to your organisation in terms of content producers, e.g. employees, suppliers and customers. Look at opportunities to leverage these relationships to create brand advocates or content partners.

*Write notes here*



## 7. Starting to Become a Publisher

Beyond the communications strategy identified in [step 3](#) are there style or design guideline documents available, to ensure a consistent approach and tone of voice? What are the steps required to develop a shared content calendar that details activity from all the stakeholders identified in [step 2](#)?

*Write notes here*

## 8. Next Steps

Collect any follow-up actions generated from this audit process in the box below.

*Write notes here*