

# Content Strategy for [Your company/client name]

Get tips on how to set your objectives, measure resources and pick content topics from our step-by-step guide on creating a thorough content strategy.



Time frame: [Q4 2023]



Available resources: [X hours = X blog posts, X videos, X press releases]



Goal #1: Create [X] top-of the funnel content pieces to raise brand awareness


Topic	Content type	Distribution channel
Topic #1	Blog post	SEO, Email, Social
Topic #2	Video	YouTube, Email, Social, 3rd party blogs
Target audience	Human resources and budget	KPIs
User persona #1	X hours, \$X	X unique pageviews/ X months, X reach, X link clicks from social media and emails
User persona #2	X hours, \$X	X unique pageviews/ X months, X reach, X link clicks from social media and emails



Goal #2: Write [X] case studies to persuade clients at the consideration stage

Topic	Content type	Distribution channel
Topic #1	Blog post	Marketing Emails, Sales Emails, Social,

Target audience	Human resources and budget	KPIs
User persona #2	X hours, \$X	X associated conversion, X booked demos

 Goal #3: Contribute to [X] niche media websites to get [X] pageviews and [X] referral traffic

Topic	Content type	Distribution channel
Topic #1	Press release	Media sites
Target audience	Human resources and budget	KPIs
User personas #1&2	X hours, \$X	X pageviews, X referral clicks