

# CONTENT STRATEGY DEVELOPMENT

Develop your content strategy, the  
easy way!

# About this course:

**In this first course, our objective is:**

- To discuss content and what the **heck** it is.
- Its importance in your Marketing Strategy.
- How to develop a strong Content Strategy
- What a Content Strategy meeting looks like
- And setting the stage for the second module, where we will discuss deployment!



# CONTENT - WHAT THE HECK ARE WE TALKING ABOUT?

Content is anything you create, outward facing, that tells your story to your audience.

This includes things like:

- Social media posts.
- Blog posts.
- Videos.
- Podcasts.
- Articles/white papers.
- Lead magnets.
- Ads in print magazines.
- So much more.



# SO WHAT IS CONTENT MARKETING?

Content Marketing and a Content Marketing Strategy is the way you create and deploy the content to connect, engage with, and inspire your audience to do business with you.

It's creating value-based content that answers questions, satisfies a need, or provides education to your audience so they enter your sales funnel to eventually transact with you.

Digitally, we are so connected and your audience is ready to hear your message - so let's create a Content Strategy that gets your story in front of your audience!



# LET'S TALK ABOUT THE CUSTOMER JOURNEY....

Content Marketing and a strong Content Marketing Strategy is how you get your audience to be aware that you exist and that your organization can solve their problems.

The Marketing Funnel is designed with the widest part being that initial AWARENESS stage in the customer journey.

Anymore, you can't assume that people know you are the best fit for their needs... you need to make them AWARE of it by showing up where they spend their time.





# WHY IS CONTENT SO IMPORTANT?

Content and Content Marketing is so important to businesses, no matter the size and industry, because content connects your brand to your audience.

It's that simple.

Content shares your message with your audience and develops a relationship with them. This allows them to enter to top of your sales funnel (awareness) so they can start their relationship with you and your brand.

People do business with businesses they like, know, and trust and this is the first way to get your business and brand in front of them!



# WHAT CAN CONTENT DO FOR YOU?

It's the start of a very beautiful relationship with your audience - the people you want to connect with, where they are spending their time already.

Consumers are the most educated they've ever been due to the ability to search **anything** on the internet - so if they are already looking for the content, you may as well be the one providing it to them!

You need to make them AWARE that you are there and that you can provide them the solutions to their problems!



# SO WHAT KIND OF CONTENT SHOULD YOU BE PRODUCING?

So what kind of content should you be producing to connect with your audience?

That really depends on your Marketing Strategy and the homework you did to understand your customer avatar.

Most often, people spend their time on social media platforms and surfing the internet, so having a digital content strategy is really important.

After that, it's up to you to decide how much time and effort goes in to other content mediums.

We suggest looking into video production and podcast content in 2022 and 2023.





**To get started crafting your Content Marketing Strategy, you need a few key things.**



- A desire to connect with your audience.
- A great story to tell!
- An understanding of your short and long term goals.
- Brand guides.
- Your ideal client profile.
- Research on your competition.
- The places you need to be in to talk to your audience!



# What did you need to know before you even consider a Content Marketing Strategy?

There are some very important things you'll need to have prepared beforehand. These are all the building blocks to a strong content foundation, and a strong Marketing Strategy overall.



- Goals and objectives of your marketing, at a high level (Your Marketing Strategy!)
- Target audience + persona (also Marketing Strategy!)
- Brand positioning/messaging/story ( )
- Current resources/technology that you can use to



# After you collect all of those components, you are ready to host a Content Strategy Meeting!



This meeting is so that all key stakeholders within your organization are at the same place at the same time discussing what kind of information they think the customer wants to know, what pieces of content can help them sell better, and align on what the overall marketing message should be, outward facing.

# Content Marketing Meeting

---

Running a content strategy meeting with multiple different stakeholders can be a challenge! How can you get the information you need? How can you ensure everyone stays on track? How do you decide what are actionable to-do's after the dust has settled?



# Content Marketing Meeting

**So what do you need to consider when hosting a Content Marketing Strategy meeting?**

- Invite the right people.
- Let your team know how to prepare beforehand.
- Have a clear agenda.
- Get the right information without going too far off track (and some ways to get the team on track)!
- Decide what you need to do after the meeting is over.



# What you should already know...

There are a few things you should have already had an understanding of before the content meeting.....

- Overarching Marketing Strategy/Strategic plan
- Target audience + persona
- Brand positioning/messaging/story
- Current resources/technology
- Resource/technology needs

**A TIP  
FOR  
YOU**



Make sure you reference your Marketing Strategy throughout this process. If you don't have one, or haven't visited yours recently - now is the time to do so. To be frank, if you don't have your high-level Marketing Strategy done you may find it harder than necessary to create a clear and concise Content Marketing Strategy.



# WHO TO INVITE TO THE CONTENT STRATEGY MEETING

Who is invited is almost as important as the meeting itself! If you don't ask the right people to be involved, you could do a lot of unnecessary work or create the wrong kind of content (eek!)

- Entire Marketing Team, especially if you have roles like social media, a website designer, brand managers, etc.
- Sales Team Director/Manager.
- 1-3 members of the C-Suite.
- Customer Service Director/Manager.
- Product Managers.
- Project Managers.
- Subject Matter Experts in your organization.
- Any one else you think can provide valuable insight.\*

Don't forget - the more people in the meeting, the harder it will be to not only hear ideas but to keep everyone on task. Keep the meeting to a maximum of 14 people. If you need more people, consider a few different meetings.



# WHAT TO DO TO GET THE INVITE RIGHT

Be prepared, and also give you attendees a chance to be prepared as well. Consider using our template when emailing out to the people you are requesting be at this meeting.

Hi [attendees],

I am inviting you to a Content Strategy Meeting for our [company/brand/etc] at [date/time/location.] The goal of this meeting is to come up with a content strategy so we can connect with our audience in an authentic way on our site, in our blog, and in on our social channels to drive more interaction with our [company/brand/etc]. Prior to this meeting, please make sure that you review our current content and be prepared to bring ideas about:

- What we do well, overall and in our content.
- hat our competition is doing better regarding their content and connecting to customers.
- What questions you often answer for customers.
- What you wish our customers knew more about.
- Sales, inside sales, project managers: What tools/items could make your jobs easier?

Can't wait to create a strong strategy to connect with our audience!

Regards,

[Signature]



# Content Meeting Agenda

Create a clear agenda that will guide your meeting to keep everyone on topic and within the time you allotted to have this discussion.

## Sample Agenda

- Welcome, introduce the why behind the meeting.
- Outline meeting objectives.
- Realignment with ideal customer avatar.
- Realignment on buying cycles for product/service.
- Roundtable/open discussion: recent customer success stories, recent negative feedback (areas for content opportunities).
- Roundtable/open discussion: what is going on in the industry currently?
- Competitor content analysis.
- Wrap up/immediate needs.

**A TIP  
FOR  
YOU**



Feel free to add in more marketing-focused topics, but keep the agenda shorter so you can inspire people to spend more time in an open discussion. This can uncover topics and content ideas in a very organic way!

# Content Marketing Strategy Meeting Do's

There are a few things that you need to do during a content meeting.

First one - **do** print out your workbook that comes with this course to help guide you

## Our DO's!

- Take a leader role and guide the meeting to go in the direction you need.
- Designate roles within the marketing team - facilitator, note taker, time keeper, etc.
- Write down your content suggestions all in one place.
- Ask more questions, especially around customer success, to uncover content topics.
- Ask people to freely give their ideas, and ask the team to allow that to happen without judgment - no question or suggestion is too far-fetched!
- Use redirection to get people back on track:
- Try things like:
- Tell me more about.....
- [Name], you mentioned....
- Let's circle back to [the topic]...
- Let me see if I have this right....
- 

**A TIP  
FOR  
YOU**



Assign roles before the meeting, so people have a vested interest in being and participating in the meeting. The facilitator should also be ready to LISTEN to the group so they can uncover common themes, pain points, and clear marketing messages.



The Content Strategy Meeting will be a way to collect information on content, content topics, and tools your team and organization needs for both their short and long term growth goals.

Remember, marketing is the "training" part of running a race. Training for a marathon and the continuous work that needs done is what gets the message in front of the audience in a way that makes sense. Once a lead is captured, it's up to the sales team to really "sprint" to the finish line!



# What are the components of a Content Marketing Strategy?

- Goals and objectives
- Strategic plan
- Target audience + persona
- Brand positioning/messaging/story
- Competitive analysis
- Current resources/technology
- Resource/technology needs
- Current content audit
- Content pillars
- Channel plan
- Assignments (who, what, when)



# What are the areas you should find clarity on after this Content Strategy meeting?

- **Goals and objectives of the content plan**
- **Strategic plan, overall, for content**
- *Target audience + persona*
- *Brand positioning/messaging/story*
- **Competitive analysis**
- *Current resources/technology*
- *Resource/technology needs*
- **Current content audit**
- **Content pillars**
- **Channel plan**
- **Assignments (who, what, when)**



The italic areas are the areas you should have already prepared - if you add too much high-level marketing development into your Content Strategy Meeting, you'll find you come out of the meeting less clear and more overwhelmed than before. If you need help with Marketing Strategy, we have a current blog on our site and a course coming on that topic.....



# So now the meeting is done - what's next?



Take the time after to debrief, sort through your list of topics and content ideas, and put the content topics and deliverables into like ideas and overarching topics - as we like to call it, your **content pillars**.

**After that**, develop the Content Marketing Strategy with the outline in your workbook! Use our structure to outline your plan - and feel free to adjust our outline as you see fit!

# One last thing - what is a content pillar?

A content pillar is a strong and sturdy content topic that you can create a significant of content around.

When you think of how your list of topics should be categorized, think more about what they'll **do for your audience** rather than what the specific topic is about.

Examples of content pillars:

- Educating your audience (about trends, information, gaps in knowledge in your industry)
- Behind the scene glimpses in to your business, how-to content
- Customer success stories and live examples of how your business helps your audience
- SME content (which is **Subject Matter Expert content** .... think style advice, makeup advice, etc)



# Take your content topics and ideas and list them out in preparation for the next course!

Take your content pillars and put your content topics right underneath them. At the bottom, list content pieces that were suggested from your meeting so that they don't get lost! See below:

<u>Content Pillar</u>	Education	BTS	SME Content	Customer Success Stories
<u>Content Topics</u>	How to find XYZ	Meet the team	XYZ 101	Interview with primary dealers
	Do you know how to.....	Day in the life	Myths about our services	
<u>Requested Marketing Materials</u>	Brochure on benefits of our products	A video showing our process		A customer review video to be recorded at the next trade show





# What now?

**Let's move on to the next module!**

## **What you need:**

- Your Content Marketing Strategy (use the template in your workbook!)
- Your Content Topics Spreadsheet/List
- A desire to REALLY roll your sleeves up and create some awesome content for your brand!



# THANK YOU!

Don't forget your next module,  
Content Deployment and Tool  
Development for Continued Success



# We can help.

We have been working with companies both big and small for over a decade, helping bring their marketing dreams and wishes come to fruition.

We pride ourselves on our ability to get up to speed fast, help architect viable solutions for clients, and work with teams to develop the right road map to get to where they want to go!

We support businesses in a variety of different ways - and we can help yours! We are only an email away.

Vanessa + Patrick Zangardi  
**zangardi.com**  
hello@zangardi.com