


# Content Strategy

The north star. Use this strategy document as the guiding light for all of your content needs QoQ.

Company:


Website:

Q[X] Goal:


 **Ideal Customer Profile:** [Detailed description of the your target audience, including demographics, psychographics, and behavior across different channels]

 **Primary goal:**

 **Secondary goal:**

 **KPIs:**

- [KPI 1]
- [Channel-specific KPI]

 **CTA:**

- [CTA 1]
- [Channel-specific CTA]

## Current Channel Performance + Tech Stack:

Channel Name	Channel Platform	Channel Baseline Performance	Target Performance
Website		[average monthly visitors]	
Newsletter		[current subscriber size]	
Social		[followers / followers]	
Email		[current list / database size]	
[Other relevant channels]		[relevant benchmark]	

## Brand Voice + Tone

- Inspiration Accounts/Brands
  - [Brand 1]
  - [Brand 2]
- Writing Style
  - [Style guidelines]
  - [Channel-specific style adaptations]
- Persona/Tone
  - [Key tone descriptors]
  - [Voice characteristics]

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## Content Pillars

1. [Pillar 1] (TOFU/MOFU/BOFU)

- [Topic 1]
- [Topic 2]

[Repeat for 3-5 pillars]

Content Pillar	Frequency/wk	CTA	Target	Buyer Stage	Purpose
ex: Industry News	1	Engagement	In-Niche GenPop	Interested/ Consideration	Educational messaging
ex: Case Studies & Breakdowns	1	DM / Sign Up	In-Niche Decision Makers	Consideration	Share social proof
ex: Business Insights & Strategies	1	Sign Up / DM	In-Niche Decision Makers	Purchase	Deep in-niche content

## 3 Month Content Up-level Plan

### Month 1: Optimize Channels

Content Audit + Tone of Voice

- Audit existing content across all channels
- Create a synthesized brand voice document for each channel

Multi-Channel Setup

- Create a unified content calendar for all channels
- Create a Repurposing Matrix for existing content/channels

### Month 2: Launch Strategy

- Optimize top-performing content for each channel
- Set KPIs and track performance

### Month 3: Expand Reach

- Identify secondary/tertiary channels to target
- Segment audience and identify secondary/tertiary ICPs or ideal followers on social
- Identify top performers to repurpose over next quarter
- Identifying other SMEs within industry or org to expand audience surface area