Content Strategy Template

Month 20YY

Version X.XX

Company Information

Copyright and third-party information as required

Document Revisions

|  |  |  |
| --- | --- | --- |
| Date | Version Number | Document Changes |
| 05/02/20xx | 0.1 | Initial Draft |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Table of Contents

1 Key Inputs 2

1.1 Overall Business Objectives 2

1.2 Product / Service Key Elements 2

1.3 Success Factors 2

2 High-level Strategy 2

2.1 Core Strategy 2

2.1.1 Summary 2

2.1.2 Company vision 2

2.1.3 The company/product value propositions & brand 2

2.1.4 Scope of content strategy 2

3 Detailed Content Strategy 2

3.1 Substance 2

3.1.1 Content Types, Platforms and Channels 2

3.1.2 Journey maps & personas 2

3.1.3 Messaging framework 2

3.2 Structure 2

3.2.1 Information Architecture 2

3.2.2 Meta data requirements 2

3.2.3 Security requirements 2

3.2.4 Lifecycle requirements 2

3.2.5 Reporting & Analytics 2

3.3 Workflows 2

3.3.1 Audit and Analysis 2

3.3.2 Content roles & responsibilities 2

3.3.3 Approval workflows 2

3.3.4 Production workflows 2

3.3.5 Revision workflows 2

3.3.6 Disposition workflows 2

3.4 Governance 2

3.4.1 Ownership 2

3.4.2 Policies 2

3.4.3 Change Management 2

3.4.4 Compliance 2

3.4.5 Review / Retention 2

4 Appendix 2

4.1 Key Strategic & Planning Documents 2

# Key Inputs

*[Use the following matrices to record key inputs to the content strategy. You may need to collect information through meetings with marketing, support, development, and/or senior management. Add rows or columns to these tables as needed for your organization. Examples are shown in red and should be deleted if not applicable.]*

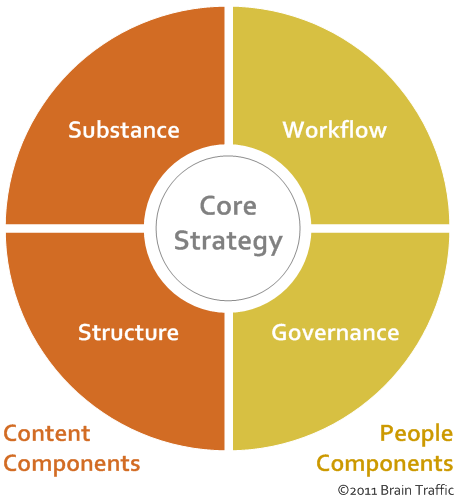
|  |  |  |  |
| --- | --- | --- | --- |
| Overall Business Objectives | | | |
|  | **Product / Service 1** | **Product / Service 2** | **Product / Service 3** |
| **Revenue Generation** | | | |
| [Product Sales] | [10% Y-O-O] |  |  |
| [Support package sales] |  |  |  |
| **Cost Reduction** | | | |
| [Retooling] |  |  |  |
| [Decentralize support] |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Product / Service Key Elements | | | | | | |
|  | **Value Proposition** | **Primary Customer** | **Other Customers** | **Sales Channels** | **Delivery Channels** | **Product Roadmap ?** |
| **Product / Service 1** | WidgetSoft can provide real-time data and insights on payroll expenditures | Financial services middle managers | Execs  SMB managers | Direct  Online | Download | Yes [link] |
| **Product / Service 2** |  |  |  | OEM  Direct  Online | Fleet |  |
| **Product / Service 3** |  |  |  | OEM  Distributor  Online | UPS/FedEx |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Success Factors | | | |
|  | **Product / Service 1** | **Product / Service 2** | **Product / Service 3** |
| **Internal** | | | |
| Human Resources | Increased use of internal collaboration tools to monitor rollout |  |  |
| Development | 96% pass on UAT |  |  |
| Production | 100% compliance on release management checklist |  |  |
| Operations | Monitor productivity gains over product lifecycle  Improve time-to-market KPIs by 25% |  |  |
| Customer Support | 98% one-call resolution on installation issues  Cross-sell scripts integrated |  |  |
| Marketing | Alignment with pricing / subscription models |  |  |
| Legal / Intellectual Property | Patent filings before beta release |  |  |
| **External** | | | |
| Competition | Maintain market dominance in manufacturing and pharma |  |  |
| Legal/ Regulatory/ Compliance | Complies with US pay and hiring regulations. Addresses OUS conflicts by release 2 |  |  |
| Trends / Issues | Changes in NLRB contractor/FTE indicators |  |  |

# High-level Strategy

*[Content strategy firm,* [*Brain Traffic created a useful and practical visual*](http://blog.braintraffic.com/2011/03/brain_traffic_lands_quad/) *to assist with developing a comprehensive content strategy.]*



## Core Strategy

*[Use the following sections to summarize the core content strategy, emphasizing the integration with overall business strategies]*

### Summary

[Summarize the overall content strategy as it relates to core business, product and brand strategy. This demonstrates that enterprise content assets will align with business goals. Where applicable and available link to corporate documents referencing business objectives, brand strategy and marketing strategy.]

### Company vision

*[Reference overall vision/mission statements to build a platform for how content will support it. Link to published information.]*

### Value propositions and brand strategy

*[Summarize the overall value proposition—the underlying brand message for the organization, as well as specific value propositions for products and/or services. Detail relevant aspects of the brand strategy that impact how content processes, people and technology will interact. Include links to relevant documents or internal sites that support overall business, brand and marketing strategies.]*

### Scope of content strategy

*[How extensive is the content strategy you are describing? A single product or division, enterprise level, internal/external. Will it scale, is it an interim strategy that supports a specific product/service roadmap or does it address an enterprise transformation?]*

# Detailed Content Strategy

*[The detailed content strategy incorporates tactical and implementation elements required to execute the content strategy. They are organized under the quadrants visualized by Brain Traffic, and often link to additional documents that provide specifics. Include the results of any SWOT analysis performed and the implications for content.]*

## Substance

### Content Types, Platforms and Channels

*[Based on your inputs regarding products and customers, determine which content types you will create and which channels will be used. The following lists are neither required nor inclusive, but serve as guidelines.]*

Editorial calendars and content plans will outline which of the following content types will be used at any given time:

* In product microcopy
* FAQs
* Knowledge base articles
* Work instructions
* Other product documentation
* Policies
* Technical specifications
* Blog posts
* White papers
* Video ads
* Static online ads
* Print ads
* Radio spots
* Online catalog descriptions
* Podcasts
* Webinars
* Infographics
* Social media posts
* Reviews
* Press releases
* Customer support scripts
* Training guides
* How-to videos
* Intranet announcements
* Packaging copy
* Website copy
* Illustrations
* Product photos
* Studies
* Surveys

Each product/service has specific requirements for using any of the following channels:

* Physical locations (storefronts, events, signage)
* Webpages
* Social media
* Live web chats
* Interactive agents/chat bots
* Mobile applications
* Online communities
* Telephone communication (sales, call center)
* Broadcast/other digital media
* Print

### Journey maps & personas

*[Describe what journey maps and personas currently exist or will be created to support customer experiences and guide content creation and delivery. As available and applicable, include links to these assets]*

Personas

* John Jones, Payroll manager, Fortune 1000 manufacturer
* Stella Smith, Director of Finance, SMB professional services

### Messaging framework

*[Provide details on how content will be created that aligns with core strategy and business objectives according to audience, channel/platform considerations. Include the style governance approach (tone, voice, formatting, etc.) that ensures content will be relevant to identified audiences and achieve objectives within buying journeys. Reference editorial calendars, and content planning tools as applicable.]*

* Organizational messaging
* Product/service messaging
* Stakeholder messaging
* Internal messaging
* Supply chain messaging

### Linking strategies

*[Describe the approach to be taken in linking content across platforms and channels, including automation and testing.]*

## Structure

### Information Architecture

*[Describe the information architecture that supports content creation, production, and delivery. Include relevant details on taxonomy/ontology that govern information management in your organization, as well as key factors around personalization and customization requirements or restrictions.]*

### Metadata requirements

*[Describe the business needs and specific requirements around content metadata, looking integration between systems, search optimization and overall data management.]*

### Security requirements

*[List the known business requirements around securing content at all stages of the lifecycle.]*

### Lifecycle requirements

*[Describe any unique requirements the organization related to the content lifecycle. For example, if curating content from other sources, list the requirements around requesting permission, back-linking, etc.]*

### Reporting & Analytics requirements

*[How is content to be measured and reported on? List the quality and success metrics for both content creation and production, and effectiveness in achieving business objectives.]*

### Tools and technology requirements

*[Summarize the tools and technology impacts on content creation, production and delivery. Where indicated, include notes on resource limitations, ownership and access restrictions, and automated workflows.]*

* Authoring tools: most contributors limited to word processing. Content teams have HTML, XML tools
* Content management/component content management systems
* Optimization (quality control, tagging, campaign management, etc.)
* Production
* Testing and metrics
* Customer support/ticketing
* Knowledge base: new enterprise knowledge base being implemented during this fiscal year
* Forum/community management

## Workflows

### Audit and Analysis

*[In addition to using existing content audit and analysis results to inform this content strategy document, include audit and processes required to implement the content strategy going forward. As applicable, link to existing content audit documents, or process diagrams.]*

### Content roles & responsibilities

*[Describe how the following roles will be filled to ensure all phases of the lifecycle are addressed.]*

* Planning
* Creation
* Approval
* Delivery/production
* Metrics/analytics
* Review/revision
* Disposition (archival, destruction)

### Approval workflows

*[List and summarize the workflows required to approve content as it goes from production to final delivery. Include references to other teams/departments that will be a part of the approvals.]]*

### SEO planning

*[Describe the approach for search engine optimization for all content types and channels you plan to incorporate.]*

### Production workflows

*[List and summarize the workflows needed to produce content for the channels to be used. Reference any systems that are a part of the production workflow.]*

### Revision workflows

*[List and summarize the workflows needed to revise existing content in accordance with records/data management policies, including timeframes and stakeholders.]*

### Disposition workflows

*[List and summarize the workflows needed to archive or delete content at the end of its useful life.]*

## Governance

### Ownership

*[Describe who owns the content, and the process by which new content decisions will be made.]*

### Policies

*[List the organization policies that affect the creation, production, delivery, revision, and disposition of content assets. Link wherever possible to the actual policy documents.]*

* Data security/retention
* Intellectual property / content ownership
* Privacy
* Non-disclosure
* Warranties/guarantees
* Access
* Records management
* Regulatory/compliance
* Public or crisis communications

### Change Management

*[Describe how content creation/production/delivery will follow established change management processes that the organization uses to manage projects and ongoing operations.]*

### Compliance

*[List the compliance processes that govern the content lifecycle in your organization. Include details on the teams/departments that own the processes, and any issues identified that could impact compliance.]*

### Review / Retention

*[Describe the impact of records management policies on content management processes, including whether and how often content needs to be reviewed or updated, and how obsolete content will be disposed of (archived or destroyed.)]*

# Appendix

## Key Strategic & Planning Documents

*[Maintain a list of the key business planning documents that drive and inform content strategy].*

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Link** |
| Brand Strategy |  |  |
| Marketing Strategy |  |  |
| Product Roadmap |  |  |
| Communications Plans |  |  |
| Campaign Plans |  |  |
| Social Media Strategy |  |  |
| Customer Support Strategy |  |  |
| Training Plans |  |  |
| Corporate Style Guide |  |  |
| Corporate Communications Policy/Procedures |  |  |
|  |  |  |
|  |  |  |