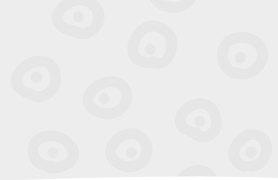


# 25 Questions to Answer When Creating Your *Content Strategy*

Reinvigorate your content marketing with these targeted questions.





## Step 1

# Defining Your Goals

### 1. What does our company want to accomplish in the next 6-12 months?

Setting goals for the next 6-12 months makes decision-making easier and progress consistent. Whenever choices present themselves, choose the option that contributes to these long-term goals.

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### 2. How can our content marketing strategy support our company goals?

After you answer to question #1, start developing a list of objectives and associated Key Performance Indicators (KPIs).

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### 3. What metrics should our content strategy focus on?

KPIs pertain to data tied to specific business goals. On the other hand, metrics are more basic and can tell you a lot about content performance on a page, campaign, or profile level.

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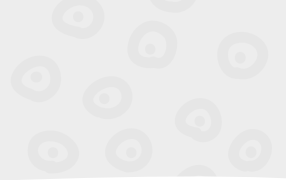
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#### 4. Which types of content are we missing?

You need a good mix of text, video, and images to capture your audience's attention. Go back to your goals and brainstorm new content types that will help you reach them.

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#### 5. What are our competitors doing?

Learn what competitors are doing successfully from a tactical standpoint, and emulate those efforts when it makes sense. Be sure your messaging and strategy are uniquely yours.

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#### 6. Does our SEO need attention, if so, what steps do we need to take?

Remember that your content must be both easy to read and optimized for search engines.

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### Step 2

## Getting to know your *target audience*

#### 7. Who are we trying to reach?

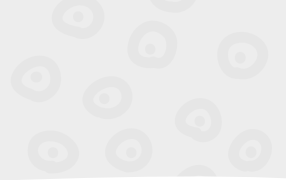
Start by documenting the big picture of who your ideal customers are and then drill down from there.

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## 8. What are the demographics of my buyer personas?

Demographics include age, income, education level, etc., and are crucial to determining the type of content you need.

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## 9. What are the psychographics for my buyer personas?

Psychographics are the attitudes, aspirations, and other “psychological” information about your target audience.

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## 10. What do my target customers do online, and what do they read?

It should be easy to identify what your market prefers in content consumption through simple observation. If you want suggestions, run surveys on social media or through tools like Google Forms.

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## 11. Do personas differ based on the industry vertical?

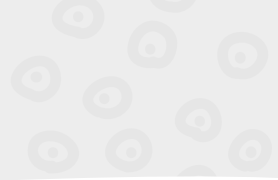
Identify unique descriptors for buyer personas in your vertical. Doing so lets you create content tailored to their needs.

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Step 3

## Preparing for *content production*

### 12. Are my brand and style guidelines established, and are they formally documented?

Help your team create content consistent with the brand values, style, and tone.

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### 13. How many people are involved in the decision-making process?

Work closely with your sales reps and other stakeholders to ensure that all content meets the needs of their respective teams.

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### 14. Who are the internal stakeholders involved in the review and approval process?

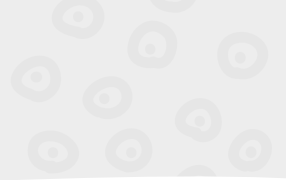
Figure out who needs to be involved in the approval process.

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## 15. How does your content help buyers address the “jobs to be done”?

What typically gets in the way of a job your customer needs to finish, and how can your content facilitate the decision to “hire” your brand or purchase your product?

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## 16. Do I have the resources I need to create the content?

Great content requires more than a couple of freelance writers. Who do you need to create the content you need?

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## 17. Do I have the budget I need to create the content?

Here’s where the rubber meets the road—the moment you discover how much of this you will be able to execute.

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Step 4

## *Streamlining* content creation and promotion

### **18. What formats should we use in our content development strategy?**

Formats are platform-specific, like listicles, roundups, “how-to” guides (for blogs), image quotes, and videos (for social media).

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### **19. What tools are required to execute our content strategy?**

Tools to consider for distribution and promotion include social media dashboards, email marketing programs, social selling solutions, and influencer marketing.

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### **20. Is my content calendar transparent, and does everybody understand their role?**

Most, if not all, content calendar tools allow multiple users to collaborate on projects. Use this feature to keep everyone in your content marketing team on the same page.

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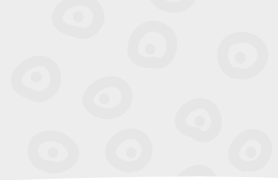
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## 21. How will content be distributed and promoted?

Each piece of content will have a home—your website, blog, YouTube, SlideShare, etc.—and its distribution/promotion efforts as well.

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## 22. How will evergreen content be handled?

Take the time to re-optimize and refresh your content to ensure it remains relevant and up-to-date.

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### Step 5

## Tracking *content performance*

## 23. How will we track and scale our content strategy, production, and distribution?

Look for collaboration tools that can help your team track deadlines and the productivity of individual members.

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## 24. Who needs access to ongoing reports and stats?

Identify which team members and executives need access to reports, and determine what level of data they need and how often they need it.

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## 25. Which types of content perform best and worst on our site?

Select metrics like bounce rate, time on page, actions after viewing a page, etc., to help you evaluate your current content's effectiveness.

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## Take the Next Step in *Elevating* Your Content Strategy

Now that you've explored the [25 Questions to Answer When Creating Your Content Strategy](#), take the next step by creating a great content to fulfill your goals.

Easily scale your content marketing program with managed content services from ClearVoice. We work with you to create and deliver your content plan you can focus on what matters most: your customers.

Email Us:

[sales@clearvoice.com](mailto:sales@clearvoice.com)

*Better content. It's what we do.*