

Content Strategy



Business Goals

Identify your company's aspirations that should serve as the foundation for your content strategy. By doing this, your team will find it easier to align strategies with the company's overarching mission. Enumerate the business objectives here:

- 1.
- 2.

Target Audience

	Group Example	Group 1	Group 2
Demographics <ul style="list-style-type: none">• Age range• Gender• Income• Occupation	<ul style="list-style-type: none">• 25-34 years old• Mostly females• USD 50,000-150,000• Senior Creative		
Psychographics <ul style="list-style-type: none">• Lifestyle• Hobbies• Values	<ul style="list-style-type: none">• Urban dweller• Decorating and cooking• Career-oriented and spiritual		
Content They Like	Tiktoks about cooking vegan-style dishes		
Communication Platforms They Prefer	WhatsApp Email		

Content Strategy Overview

Write a brief description of the content strategy you're exploring and how it will achieve the business goals.

	Example	Strategy 1	Strategy 2	Strategy 3
Business Goals	<i>Re-engage inactive customers</i>			
Target Audience	<i>Group 1</i>			
Type of Content	<i>"Welcome back!" email marketing with a free shipping CTA button</i>			
Content Platforms	<i>Email</i>			
Key Performance Indicators (KPI)	<i>Open email rate and conversion rate</i>			
Resources				

Due Dates (MM/DD/YYYY)

Briefing

Pre-Production

Production

Post-Production

Strategy 1

Strategy 2

Strategy 3

Notes

- Use this space for other reminders relevant to your team

Approval (From whom do you need approvals, budget, etc to do all this?)

Approvers	Comments	Date
Write the approver's name	Add notes here	MM/DD/YYYY

