

Content Strategy in 5 Questions

WHAT

What do you want to achieve?

WHO

Who is in your target audience?

WHICH

Which resources do you have?

HOW

How will you reach your goal(s)?

WHEN

When (and how often) will you review the success of your activities?

Instructions & Tips

Definition “Content”: Content in the context of this worksheet is all possible kinds and formats of digital content like texts, images, videos, or audio. This content informs, gives advice, and entertains. We don't mean micro-content like navigation menu items.

Definition “Strategy”: A strategy points to your overarching goal(s). In that sense, it is a tool for the big picture: What's the purpose of your endeavor? What do you want to achieve in the end? This approach is distinct from “tactics” that are about short-term goals. At the same time, a strategy should be a living document. You must update and adapt it as needed. Just make sure that you don't keep updating it all the time: That would be a sign of more significant underlying problems.

Tip: Give this worksheet to a broad group of people, not only to those involved in your online content but also from other departments or even from outside the company. They might have unique insights and perspectives.

Tip: In the end, merge all input into one document. Make it available to everyone involved.

WHAT

What do you want to achieve?

You will be able to create great content only if the content serves a specific purpose that you have defined beforehand. Think of your content as part of your products or services and develop it with the same mindset.

Examples for possible goals:

- Increase awareness for your brand, product, or service.
- Improve your company's appeal as an employer.
- Increase the visibility of your expertise.
- Increase your company's revenue.

WHO

Who is in your target audience?

You should also understand very clearly who you are targeting with your content.

- What expectations does this target group have?
- What topics are they interested in?
- What needs do they have?
- What problems do they want to be solved?
- Which platforms do they use?
- What does the customer journey of this group of people look like?

WHICH

Which resources do you have?

- What financial resources are available?
- What are the technical possibilities? (Content hub, blog...)
- Who takes over which tasks? (technical, editorial, organizational)
- Who is involved?

HOW

How will you reach your goal(s)?

- How will the objectives be achieved?
- What content is needed? (Content audit, topic plan, editorial plan).
- What formats? (Text, video, audio)
- Which platforms?
- What does the distribution look like?
- How will success be monitored?

WHEN

When (and how often) will you review the success of your activities?

- Regularly review and optimize your content strategy and adapt it to changing conditions (internal, external).
- Think of your content strategy as a living project!

Based on “In 5 Fragen zur Content-Strategie” by Falk Hedemann and Jan Tissler