

COMPETITORS

Audit of main competitors:

- What content do they have that you don't have?
- Which content is generating a lot of hits?

Audit of inspiring competitors:

- Who do you aspire to be like?
- What's their standout content?

OBJECTIVES & GOALS

Business Goals:

- Raise Awareness?
- Promotion of specific product(s)?
- Generate leads?

AUDIENCE

Know your target audience

- What problems do they need solving?
- What questions do they have?

CONTENT TYPES

- What content will/can you create?
- How will you repurpose?

SEARCH TERMS

- What search terms do you need to target?
- What are your achievable target keywords
- Use Ubersuggest to identify keywords with high volume, low competition, low keyword difficulty.

Build Your Content Marketing Strategy

DISTRIBUTION

- Social channels
- Email
- LinkedIn
- Reddit?

CONTENT GAPS & IDEAS

- Audit current content to identify gaps
- What content needs a refresh?
- What new topics should you be talking about?
- What does your audience need help with?
- What competitor content could you do better?