Content Strategy
TOOLKIT

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Welcome to your ultimate content strategy toolkit. With these handy templates, we've made it easy to build a complete content strategy from scratch—with a lot less stress.

Step 1

Gather Content

Whether you're auditing your own content or your competitors' content, you will be looking at a variety of content from five main categories.

1. Brand

Content about a company specifically (not its product), such as its Brand Heart (aka purpose, vision, mission, values), events, news, etc. Some of this content may be internal-facing only; some may be external.

2. Editorial

Content meant to educate, entertain, inspire, or demonstrate brand expertise or thought leadership, such as articles, guest posts, infographics, blogs, industry-related content, etc.

3. Product

Informational content related to products or services, such as sales materials, demos, explainer videos, or educational content.

4. Performance

Tactical content used to drive a specific KPI (key performance indicator), such as landing pages, CTAs, PPC, etc.

5. Talent

Content about a company's employer brand, culture, etc.

To audit your own content...

Grab 5-10 pieces of successful content from each category. (Use your analytics to identify successful pieces from the last one or two years.)

To audit your competitors' content...

Decide which categories you want to audit, depending on your content strategy. You may select content from all categories or focus on specific ones (e.g., editorial content over talent content). Either way, gather 5-10 pieces of recent/successful content from preferred categories for your top 3 competitors. (You can audit more competitors, but this is a good place to start.)

Step 2

Audit Your Content

Review content one category at a time, using these questions to document your collective observations.

Questions to Ask	Brand Content	Editorial Content	Product Content
What stage of the buyer journey is it made for?			
What persona does this content speak to?			
Does content come in a variety of formats?			
Does content reflect brand voice/personality/visual identity?			
Is there a clear CTA?			
What does the most successful content have in common?			
What channels are used to promote?			
Any notable observations (good, bad, or interesting)?			

Step 2

Audit Your Content (Cont.)

Questions to Ask	Performance Content	Talent Content
What stage of the buyer journey is it made for?		
What persona does this content speak to?		
Does content come in a variety of formats?		
Does content reflect brand voice/personality/visual identity?		
Is there a clear CTA?		
What does the most successful content have in common?		
What channels are used to promote?		
Any notable observations (good, bad, or interesting)?		

Step 3

Audit Your Competitors

Review your competitor content one category at a time, using these questions to document your collective observations.

Questions to Ask	Competitor 1	Competitor 2	Competitor 3
What stage of the buyer journey is it made for?			
What persona does this content speak to?			
Does content come in a variety of formats?			
Does content reflect brand voice/personality/visual identity?			
Is there a clear CTA?			
What does the most successful content have in common?			
What channels are used to promote?			
Any notable observations (good, bad, or interesting)?			

Step 4

Key Takeaways

Based on your audit, identify your biggest opportunities for improvement in the following categories.

Persona	
Buyer Journey	
Messaging	
Topics	
Formats	
Distribution	
Other	

Tools and Tech
STACK CHECKLIST

Use this checklist to document the
tools you use to create, host, and
distribute your content.

Tool	Purpose	Owner	Cost	Subscription Type (monthly/yearly)	Additional Details (contract end date, etc.)
Facebook /FB Marketplace	Increase Awareness/ Purchase avenues	My Business	$Free	None	None

Content Strategy
GOALS KIT

Use this template to document
your content strategy objectives
and key results.

1. Content Strategy Statement

Simply fill in the blanks, being as specific as possible.

We will _____ **by** _____
       [action]   [how/where you plan to deliver content]

so that _____ .
         [connect everything back to your goals]

Example: We will create a hub where basketball fans can connect by offering style tips, resources, and information about basketball shoes so that we can increase conversions 20% over the next year.

2. OKR's

Define your Objectives and Key Results to support your overall content strategy.

Objectives: These are your high-level content strategy. goals. Choose 3-4 objectives

Key Results: These measure how close you are to achieving your objectives. For each objective, identity 3-5 measurable and quantitative key results.

Objective 1: _____

_____

Key Results: 1 _____

2 _____

3 _____

4 _____

5 _____

Objective 2: _____

_____

Key Results: 1 _____

2 _____

3 _____

4 _____

5 _____

Objective 3: _____

_____

Key Results: 1 _____

2 _____

3 _____

4 _____

5 _____

Objective 4: _____

_____

Key Results: 1 _____

2 _____

3 _____

4 _____

5 _____

Personas

KIT

Use this KIT to identify and segment your audience so that you can create tailored messaging that makes an impact.

	Persona 1	Persona 2	Persona 3
Name Assign a name to reference in future conversations.			
Age Include a range if needed.			
Gender Include if applicable.			
Job title Include if applicable.			
Channels Identify the places you can connect with them.			
Goals Identify their main aspirations.			
Pain points Identify the barriers they want to overcome.			
How your product/ service helps solve their problems Identify the messages you want your content to convey.			

	Persona 1	Persona 2	Persona 3

Customer Journey

KIT

Use this KIT to identify what your customers need to hear as they move along the path to purchase.

Category	Pre-Purchase		
Function	**Marketing**		**Sales**
Stage of Journey	**Awareness** People are aware of your brand's existence.	**Consideration** People consider your brand as a purchase option.	**Analysis** People analyze whether your brand is right for them.
KPIs How will you measure success at each stage?			
Messaging What do people need to hear to take the next step?			
Emotion What do you want them to feel?			
Content What content will deliver that message effectively?			

Category	Purchase	Post-Purchase
Function	**Sales**	**Customer Experience**
Stage of Journey	**Purchase** People decide whether or not to purchase from you.	**Loyalty** People decide whether they should continue to buy from you.
KPIs How will you measure success at each stage?		
Messaging What do people need to hear to take the next step?		
Emotion What do you want them to feel?		
Content What content will deliver that message effectively?		

Content Pipeline

KIT

Use this KIT to build out a
high-level view of your content
strategy for the next year.

	Q1	Q2	Q3	Q4
Objective(s):				
Key Result:				
Priority Actions				
Milestones/Events:				

Workflow and Governance
KIT

Use this KIT to outline the various stages of your content production process and ensure that everyone knows who is responsible for what.

Stage	Task	Owner	Review/Approval
Pre-Production			
Production			
Publishing			
Distribution			
Reporting			

Marketing Campaign
KIT

Use this KIT to document your
campaign goals, ideas, messaging,
and more.

Content Strategy Statement

Objective

Key Result

KPIs

Persona

Customer Journey Stage

Budget

Campaign Name

Concept

Why It Works

Messaging

Tagline A single sentence that summarizes your campaign	
Primary Message The main message you're trying to deliver (used for internal purposes).	

Supporting Benefits Key benefits to reinforce in content.			
Talking Points The core messages that support your benefits.			
Content Idea/Format			
Channels			
Keyword(s)			

Sample Copy/Links to Inspiration Images

Editorial Calendar
KIT

Use this template to build out your content schedule, assign ownership, and ensure you maintain a consistent publishing schedule.

Your editorial calendar should be customized for your team's unique content needs. Instead of a PDF template, we've created a Google Sheets Editorial Calendar (which includes all dates for 2022) that can be modified as you see fit.

How to use it:

1   Copy the Google Sheet.

2   Add, delete, or edit fields.

3   Share with everyone on your team to keep everyone on the same page.

Get 2021 Editorial Calendar KIT

JANUARY

M	T	W	TH	F	SAT	SUN	Pub Date	Title	Format	Author	Status	Keyword	CTA	Assets	Notes
				1	2	3	1/4	How to Make a Super Helpful Editorial Calendar	Blog	Tasha	Completed	Editorial Calendar	E-Book Download	Link	
4	5	6	7	8	9	10	1/8	Episode 16: Organizing Your Content Marketing	Podcast	Lance	Completed	Content Marketing	Newsletter Subscribe	Link	
11	12	13	14	15	16	17	1/14	15 Ways to Improve Your Infographic Design	Video	Britney	In progress	Infographic Design	Workshop Sign-Up	Link	
18	19	20	21	22	23	24									
25	26	27	28	29	30	31									

FEBRUARY

M	T	W	TH	F	SAT	SUN	Pub Date	Title	Format	Author	Status	Keyword	CTA	Assets	Notes
1	2	3	4	5	6	7									
8	9	10	11	12	13	14									
15	16	17	18	19	20	21									
22	23	24	25	26	27	28									

MARCH

M	T	W	TH	F	SAT	SUN	Pub Date	Title	Format	Author	Status	Keyword	CTA	Assets	Notes
1	2	3	4	5	6	7									
8	9	10	11	12	13	14									
15	16	17	18	19	20	21									
22	23	24	25	26	27	28									
29	30	31													

APRIL

M	T	W	TH	F	SAT	SUN	Pub Date	Title	Format	Author	Status	Keyword	CTA	Assets	Notes
			1	2	3	4									
5	6	7	8	9	10	11									
12	13	14	15	16	17	18									

Content Brief

KIT

Use this template to assign new content projects and keep your team on the same page.

Project Title

Overview

Budget

Timeline

Persona(s)

Success Metrics

Key Messaging

Tone

Specs

Current and Recent Projects (if applicable)

Additional Considerations

Learn more at **puredesigndaily.com.**

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