SUSTAINABLE STRATEGY

Build a Scalable, Sustainable Strategy to help take the Guesswork out of Content Creation

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WELCOME!
GLAD TO HAVE YOU HERE.

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I'M CHAUNECE WOODS!

Senior Content Marketing Manager

Freelance Content Marketing Strategist

Former Agency Strategist for Global, National and local brands

WHY ARE WE HERE?

Learn how to develop a less stressful content creation process centered on reaching your goals, maximizing resources, and optimizing top-performing content.

- Strategic Process
- Identifying Reliable Sources
- Setting Marketing Goals & Objectives
- Tying Content Strategy to Marketing Goals
- Measuring Success

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READ THE ROOM

What would you say is your biggest struggle around content creation?

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I HATE TO BE THE ONE TO SAY THIS BUT

YOU'RE DOING TOO MUCH.

THE STRUGGLE
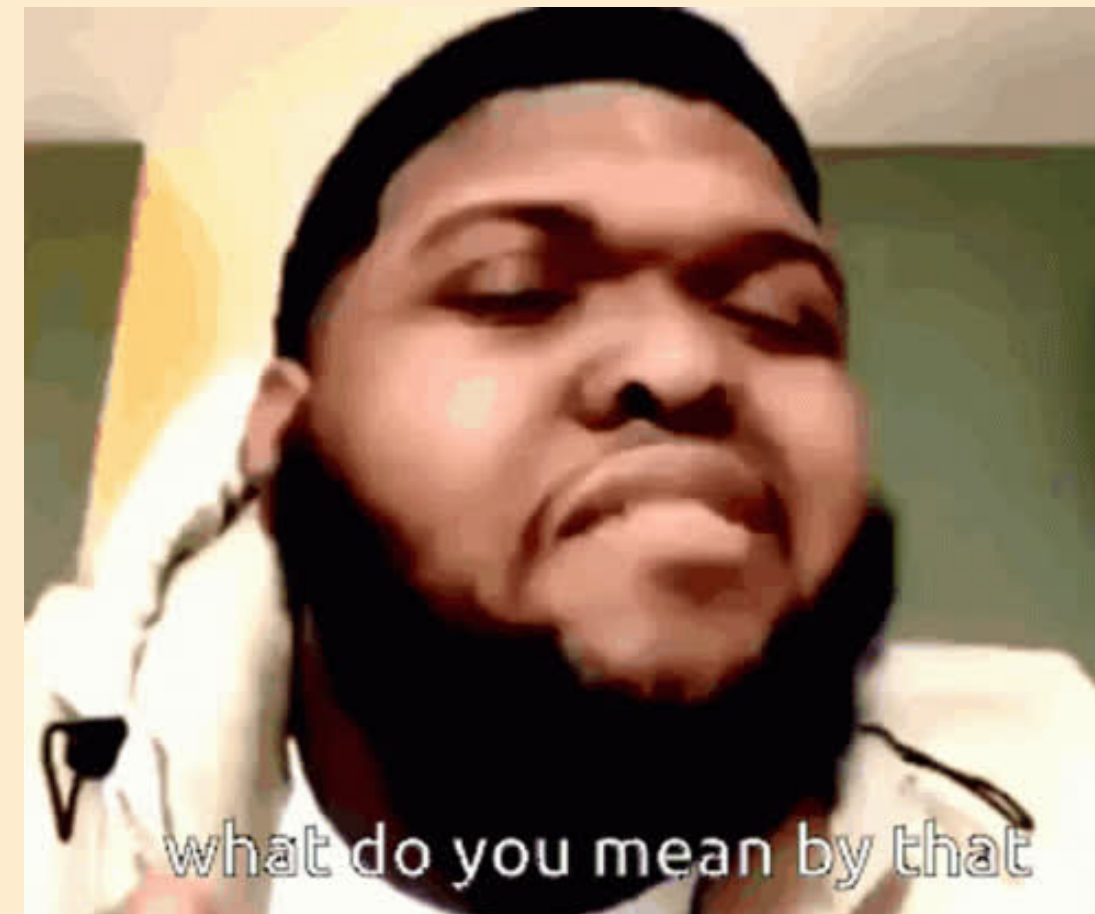
Competing against content machines

+Comparing content to other business types

+Content advice from all over

+Small budget

+Limited time

Overwhelm!

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THE SOLUTION: STRATEGIC PROCESS

A **systematic** and **purposeful** approach to planning, executing, and evaluating content initiatives in alignment with **specific business goals and objectives.**
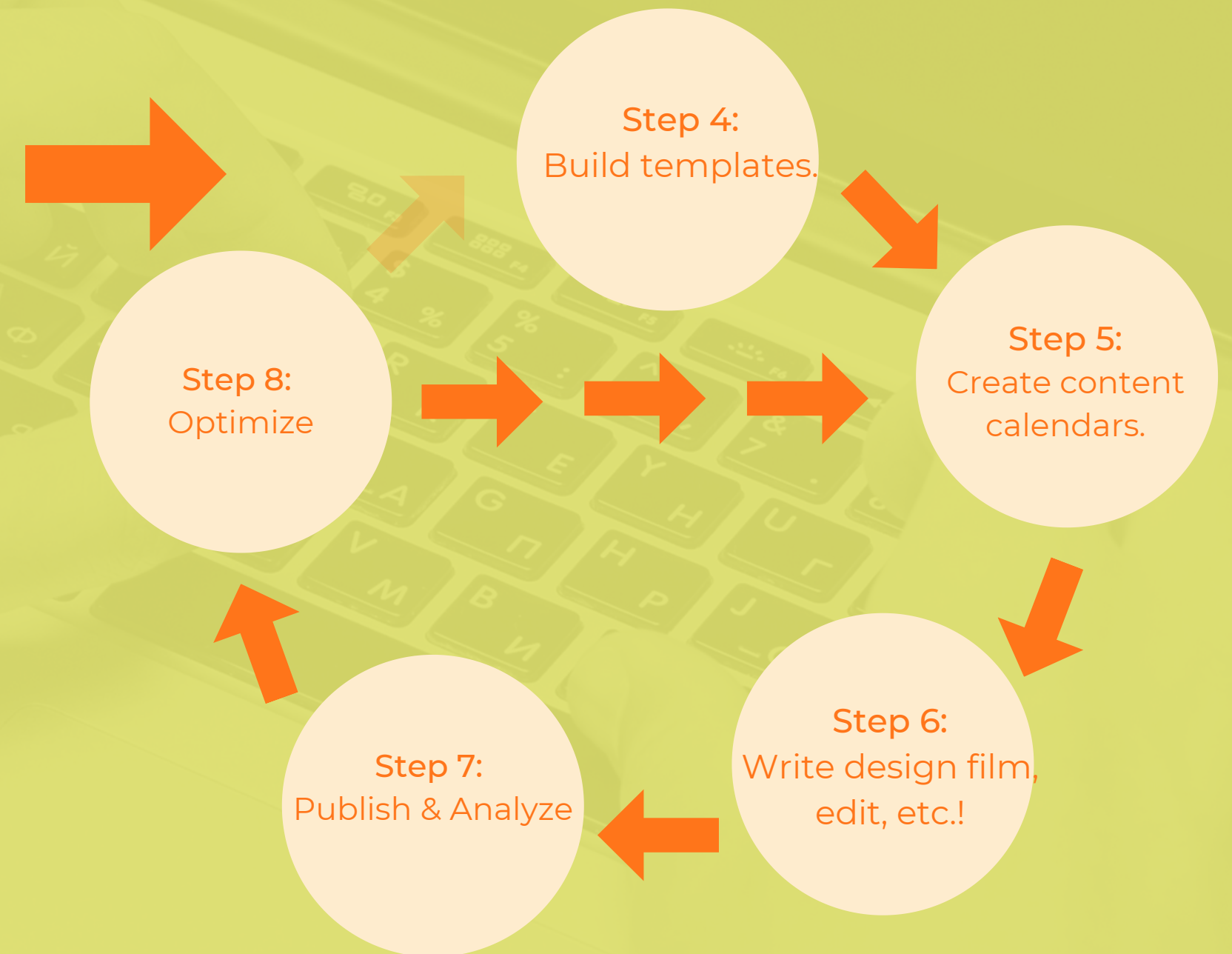

what do you mean by that

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MY PROCESS

Building a Content Framework

Step 1	Step 2	Step 3
Define goals.	Define messages or messaging themes.	Translate messaging themes into content types.

Developing Content

Step 4: Build templates.

Step 5: Create content calendars.

Step 6: Write design film, edit, etc.!

Step 7: Publish & Analyze

Step 8: Optimize

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HOW DID WE GET THERE?

LET'S START BACK AT ONE.

One, you're like a dream come true

01 **Goal Definition** What do you want your content to help you achieve for your business?

02 **Audience Identification** Who are you talking to and where are they?

03 **Messaging Framework** Identify the key takeaways you want your audience to get from your content. Hint* These are drawn directly from the goals you identified above

04 **Content Types** What types of content can you realistically commit to creating, that align with your messaging framework and your goals

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LET'S PRACTICE:

XYZ Cosmetics is a new **luxury** beauty/cosmetics brand featuring **bold** pigmented eyeshadows, a **wide shade-range** of foundation and concealers, and juicy lipglosses in **trendy** shades.

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STEP #1:
DEFINE YOUR CONTENT AUDIENCES

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STEP #1:
DEFINE YOUR CONTENT AUDIENCES

- Makeup Enthusiasts
- Professional MUAs
- Trendy, Luxury Mavens

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STEP #2:
DEFINE YOUR CONTENT
GOAL

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Business Goals

What you want to achieve in your business. Can be achieved through:

- PR
- Marketing
- Pitching
- Business Performance

Content Goals

What you want to achieve specifically with your content. These efforts can influence your business goals through:

- Creating awareness
- Education
- Driving conversations
- Influencing actions

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STEP #2:
DEFINE YOUR CONTENT OBJECTIVES

Think: **What can I do** with my content that will help me reach the goal I set?

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CONTENT OBJECTIVES

Content Goal: Introduce XYZ Cosmetics and establish the brand as go to source for luxury cosmetics

Objective 1:
Create awareness around XYZ Cosmetics

Objective 2:
Educate consumers around available products

Objective 3:
Influence beauty trends

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STEP #3: MESSAGING FRAMEWORK

Think: **What types of content** can I create to help me meet my objectives?

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CONTENT OBJECTIVES

Content Goals: Introduce XYZ Cosmetics and establish the brand as go to source for luxury cosmetics

Objective 1:
Create awareness around XYZ Cosmetics

Objective 2:
Educate consumers around available products

Objective 3:
Influence beauty trends

BRAINSTORM:

What content can you create to support each objective?

Content Goal: Introduce XYZ Cosmetics and establish the brand as go to source for luxury cosmetics

Objective 1: Create Awareness around XYZ brand	Objective 2: Educate consumers on available products	Objective 3: Influence beauty trends
Teaser videos	Demo videos	Collaborations
BTS	Product comparisons	Trendwatch/Analysis
Brand photoshoots	Email newsletters	Event recaps

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CONGRATULATIONS!

You've now built content themes that:

- Help you plan efficiently
- Reduces content overwhelm
- Is relevant to your audience, and your goals
- Is adaptable
- Is scalable
- Is sharable
- Allows you to begin creating content
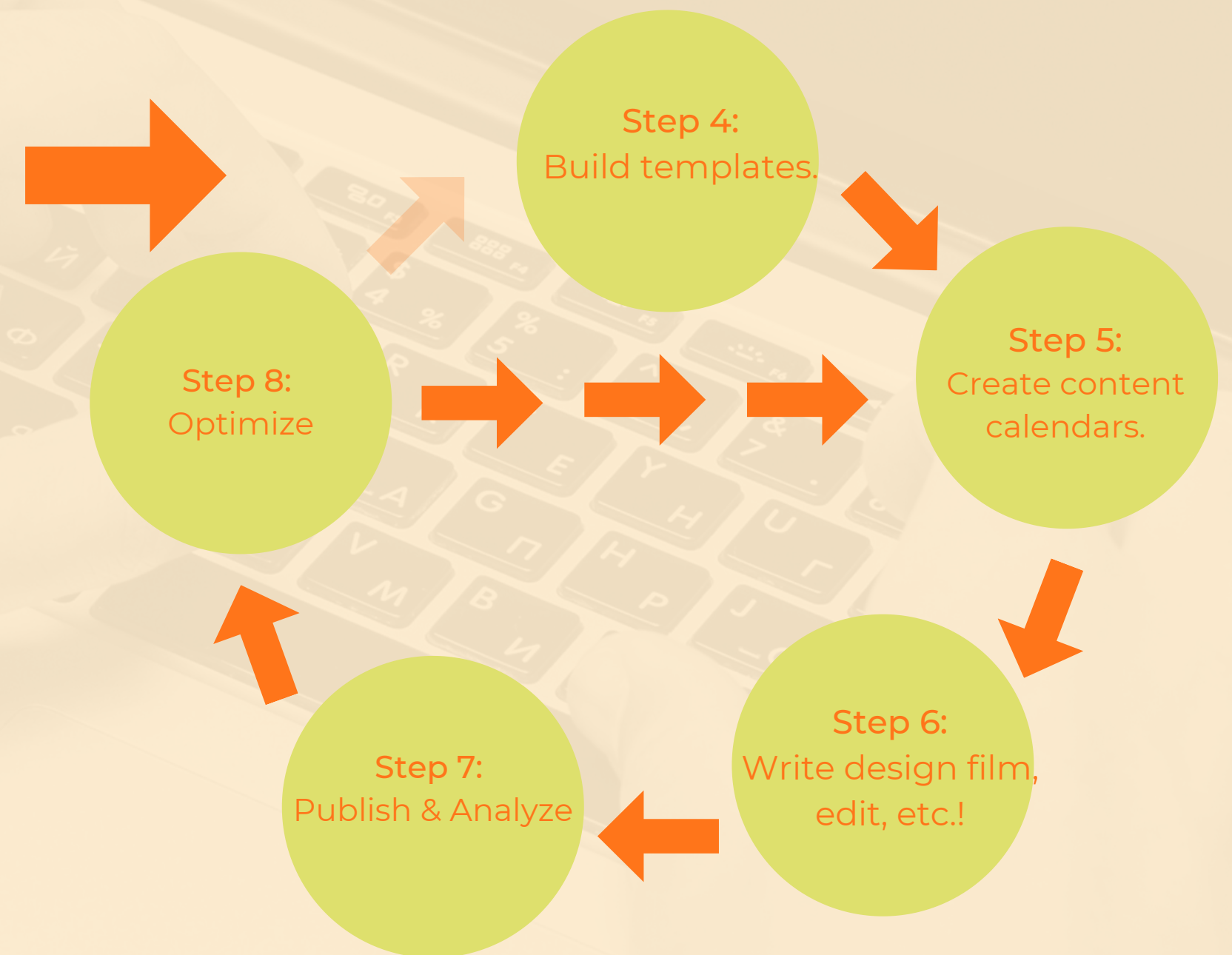
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YOU CAN NOW:

- Begin brainstorming your specific content executions
- Plan content series/episodic content
- Provide strategic guidance for your team if you have one
- Write creative briefs for your team or for hired help to create content, graphics, etc.
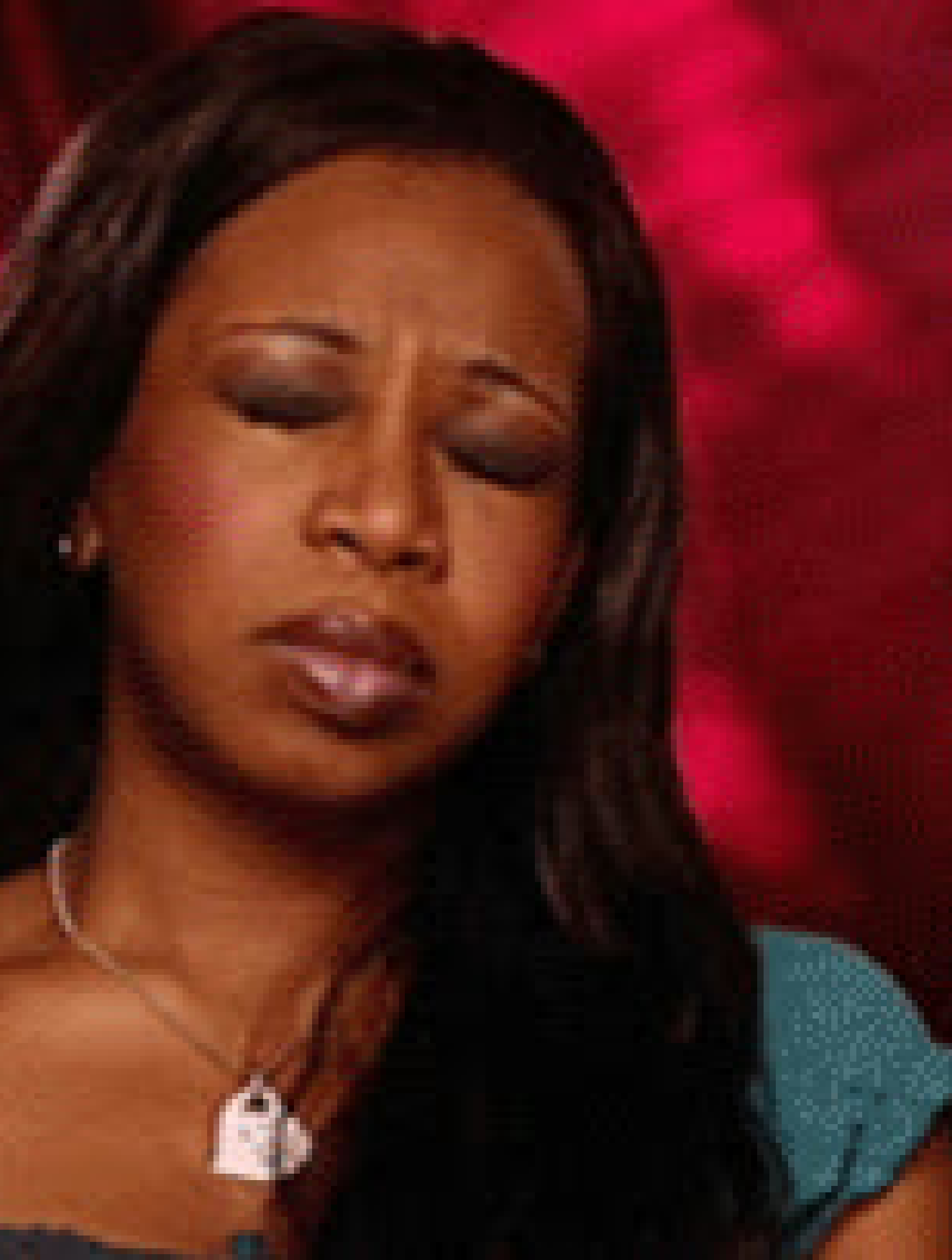
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Create Content

Content Doesn't Perform Well

Ask Audience to Engage

CONTENT BURNOUT CYCLE

MEASURING SUCCESS:
KEY PERFORMANCE INDICATORS (KPIS)

A measurable metric or data point that provides insights into the performance and effectiveness of your content.

For example:

- **Awareness** can be measured by reach, or even a step further, by engagement.
- **Interest** can be measured by event sign-ups, or e-mail list sign-ups
- For a newsletter you may measure awareness by opens
- For a website or blog you may measure interest by time on site, or page views

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MEASURING SUCCESS:
KEY PERFORMANCE INDICATORS (KPIS)

Website and Digital Marketing KPIs:
- Website Traffic (Visits, Pageviews)
- Click-Through Rate (CTR)
- Conversion Rate (website visitors to leads or sales)
- Bounce Rate
- Cost Per Click (CPC)
- Return on Ad Spend (ROAS)

Social Media KPIs:
- Engagement Rate
- Follower Growth Rate
- Reach and Impressions
- Click-Through Rate (CTR) on Social Posts
- Social Media Share of Voice

WHICH PIECE OF CONTENT "PERFORMED BETTER?"

Objective: Create awareness of the brand

KPI: Engagement

Post 1:

Likes: 200

Comments: 50

Shares: 3

Website clicks: 2

Impressions: 425

Engagements: 255

Engagement Rate: 60%

Post 2:

Likes: 500

Comments: 75

Shares: 10

Website clicks: 3

impressions: 1500

Engagements: 588

Engagement Rate: 39%

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ANALYZE
- What contributed to performance?
- What is the sentiment of the comments?
- How could I improve the performance?

OPTIMIZE
- What elements can I replicate?
- What can I learn?
- How can I repurpose?

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RECAP

1. **DEFINE AUDIENCE:** Who am I targeting with my content?
2. **DEFINE GOAL:** What can my content help me to achieve in my business?
3. **DEFINE OBJECTIVES:** What can I do with my content to achieve my goal?
4. **DEVELOP MESSAGING:** What do I want my audience to take away from my content?
5. **PLAN:** What specific pieces of content can I create that support that messaging. What platforms will i publish on? How often?
6. **CREATE:** Create content accordingly
7. **PUBLISH:** Schedule and publish accordingly
8. **ANALYZE:** Assess performance relative to your goals
9. **OPTIMIZE:** Update, Improve or eliminate
10. **REPEAT:** Steps 5-9

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FAQ

What's the best time to post?

What's an ideal content publishing schedule?

How do I know what platforms to use?

How do I beat the algorithm?

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QUESTIONS?

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RESOURCES

Design tools
Canva
Adobe Express
Go Daddy Studio

Stock Photos
Pexels
Unsplash
Nappy.co

Copy Writing
Grammerly
Hemingway editor

Podcasts
Audacity
Riverside

Video Editing
Animoto
InShot
Wave.Video

Website/Domain Name Search
NameStudio
iSquarespace

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