

Content Marketing — One-Page Strategy Summary

Our Audience (One-line Capsulized List of Identified Buyer Personas)

- _____

Goals (Desired Business Outcomes)

- _____
- _____

Strategic Objectives (Ways to Accomplish Goals)

- _____
- _____
- _____
- _____

Metrics (Ways to Measure Accomplishments)

- _____
- _____
- _____

Proposed Content Topics

- _____
- _____
- _____
- _____

Published Content Type, Duration, and Frequency

| Medium Employed | Time | Words | Frequency |
|-----------------|------|-------|-----------|
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And Update My Website, LLC

— Put Your **Why** On The Web™ —

www.AndUpdateMyWebsite.com

Content Marketing — Sample One-Page Strategy Summary

Our Audience (One-line Capsulized List of Identified Buyer Personas)

- Soccer Moms; Soccer Fans; Millennials; College Students; Young Marrieds

Goals (Desired Business Outcomes)

- Increase revenue from a product or service by ___% over the next 12 months.
- Build buyer awareness by ___% to position product in industry.

Strategic Objectives (Ways to Accomplish Goals)

- Become the best resource on customer problems and/or product category.
- Deliver useful information and thought-provoking insights.
- Educate buyers on:
 - B2B — Address and resolve key technology and business challenges; e.g., generating revenue, reducing expenses, improving user experiences.
 - B2C — Solve frequently encountered issues; meet expressed needs; share value and limitations of our products or services and competitive comparisons.

Metrics (Ways to Measure Accomplishments)

- Increase website traffic XX% over one year, converting XX% of website users.
- Acquire X marketing-qualified leads per year.
- Generate revenues of X\$.

Sample Content Topics

- Customer testimonial tweet
- Curated blog post offering a solution to an issue frequently reported by customers.
- Original blog post describing a customer success story
- News release announcing new product or service

Published Content — Type, Duration, and Frequency

| Medium Employed | Time | Words | Frequency |
|---|---------|--------|-------------|
| Headline, tweet, sound bite, cartoon | 7 sec | 23 | 4x per week |
| Web page, blog post, news release, short video, infographic | 2 min | 400 | 2X/week |
| Magazine article, contributed articles, long video | 5 min | 1,000 | Monthly |
| White paper, eBook, speech, webinar | 20+ min | 4,000+ | Quarterly |

