

CONTENT STRATEGY

WHAT TO INCLUDE

01

Goals & Key Performance Indicators

Set business goals for your overall content strategy as well as each individual element.

- Set KPIs for each published piece.
- Check, evaluate, and adjust as needed.

Create an overall content editorial calendar and sub-calendars for each format such as blog posts, social media posts, and white papers to keep creation and publishing on track.

02

Comprehensive Calendar

Increase your chances of readership, engagement, and usability by including a variety of formats in your content publishing plan. Different audiences and messages warrant different formats.

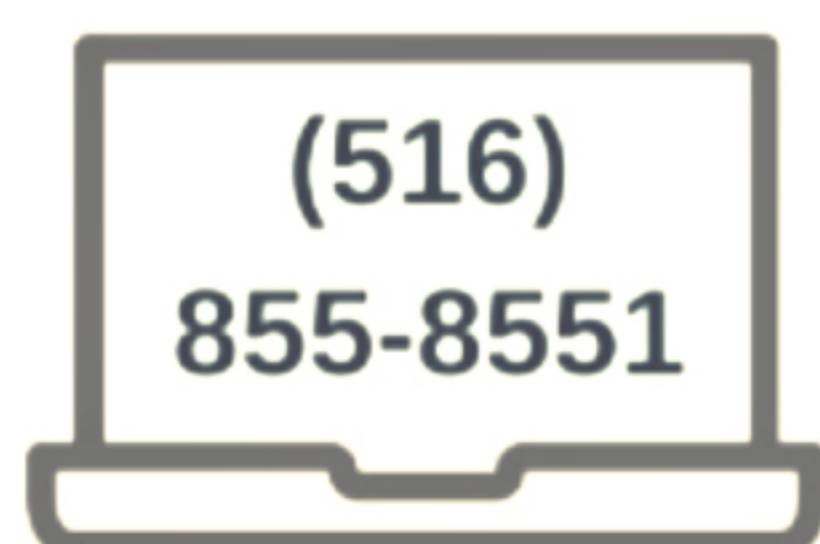
03

Variety of Content Formats

Before everything is up and running, be sure to allocate sufficient resources to ensure your plan is crafted and executed as scheduled with ongoing monitoring.

04

Dedicated Company Resources



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