

Inbound Leads

NOVEMBER 2020

419 - 129  
120 - 733  
220 - 931  
20 - On track for ~1200  
12% CR  
16% CR  
27% CR

# CONTENT STRATEGY CHECKLIST

A content strategy is the process of using tangible, created content in order to achieve business goals and objectives. If implemented correctly, it can guide the creation, delivery, and governance of various useful content throughout its lifecycle.

Businesses with a clear, consistent, and documented content strategy are more effective at content marketing than their competitors. A content strategy can define your marketing goals and set priorities, allowing you to plan your work to ensure that all marketing efforts are driven by them. Ultimately, a content strategy can help a business prepare and plan for reliable, consistent, and cost effective sources of website traffic, new leads, and overall revenue.

**Check out this checklist with steps to ensure that your content strategy serves its core purpose.**



# 1. DETERMINE YOUR GOALS

## ASK YOURSELF

Why do you want to produce content and create a content marketing strategy?

Develop an overall aim and direction for your content strategy. Knowing your marketing and business objectives before you begin planning will make it easier to determine the framework you need to build to successfully reach them. Use the SMART objective framework:

### **Specific**

Your goal should be clear and specific, otherwise you won't be able to focus your efforts to achieve it.

### **Measurable**

Track your progress and stay motivated. Being able to measure success helps you to stay focused, meet your deadlines, and better assess how close you are to achieving your goal.

### **Achievable**

Your goal also needs to be attainable to be successful, but it should also stretch your abilities as a marketer.

### **Relevant**

Ensure that your goal matters to you, and that it also aligns with other goals your business has set.

### **Time bound**

Every goal needs a target date. This helps to prevent everyday tasks from taking priority over your longer-term goals.

## 2. PERSONA RESEARCH

### ASK YOURSELF

Who is your audience? What problems will your content aim to solve?

As defined by HubSpot, a buyer persona is a semi-fictional representation of your ideal customer based on marketing research and real data about your existing customers.

To develop a successful content strategy, you need to clearly define your content's target audience. By knowing your target audience, you can produce more relevant and valuable content that will get read and be converted on.

For a step-by-step guide to building your specific buyer personas, check out this ebook of ours: [How to create and use buyer personas](#).

Once you have your personas down, consistently revisit them by conducting market research each year.

# 3. BUYER JOURNEY RESEARCH

## ASK YOURSELF

What pieces of content need to be created for each stage?

The buyer's journey is the process prospective buyers go through to become aware of, consider, and decide to purchase a product or service. The buyer's journey consists of three steps:

### 1. Awareness

At the awareness stage, someone is just realising that they have a problem and is seeking possible solutions.

### 2. Consideration

At this point, the buyer is aware of the solutions available and is deciding between them.

### 3. Decision

Now that a solution has been chosen, the buyer is looking to select a specific provider of that solution.

Pinning down these stages allows you to vary content to make sure every stage is catered for. This will prevent you trying to sell to someone who isn't ready, or missing out on a sale because you were reiterating already aware problems.

Furthermore, once these are pinned down, you need to consider how buyers are able to discover you at every stage of the buying journey. Based on their priorities, they'll be using different tactics to identify and choose a solution, so you need to make sure you're visible at every step in that process.

Then, once they discover you, how are they able to enter your CRM? Make sure every time a prospect discovers you, there is a clear point of entry to your contact database. Even if the content they find is ungated, make sure they're never more than one click away from a conversion point.

# 4. AUDIT YOUR CONTENT

## ASK YOURSELF

### What pieces of existing content fit into my content strategy?

A content audit is a process of collecting and analysing the content you already have. They keep an inventory of a content library and provide insight into which content to create, update, re-write, or delete in the future.

Start by gathering your content, then organise and categorise it on a spreadsheet. The categories will ensure your content audit meets your needs. Some categories you can include are:

- Content type
- Author
- Publication date
- Content format
- Buyer's journey stage

Another important category is metrics. Pull the performance data from each piece of content. How many impressions did it receive? How many leads did it generate? How often have you referred to or shared the content with a client? Metrics can provide more information for your analysis later.

Next, analyse the data and come to the following conclusions:

- Missing content: What are your personas interested in that you haven't covered?
- Repetitive content: Is your content varied enough to cover all stages of the buyer's journey?
- Underperforming content: What content isn't getting the numbers you want?  
Outdated content: If you have old content, can it be updated or repurposed?
- Star content: Content that has performed extremely well.

Use these findings to advise the next steps in your strategy.

# 5. DECIDE ON A CONTENT MANAGEMENT SYSTEM (CMS)

## ASK YOURSELF

What system best suits my business goals?

Create, manage, and track your content in a content management system (CMS). Vital parts of content management include:

- Content creation
- Content publication
- Content analysis

With HubSpot CMS, you can plan, produce, publish, and measure your results all in one place. If you're unsure on what CMS to go with, check out a couple of our inbound resources:

- [What you should expect from your CMS](#)
- [Wordpress vs HubSpot](#)

# 6. DETERMINE THE TYPES OF CONTENT TO CREATE

## ASK YOURSELF

Looking at my content audit, what types of content should I focus on?

There are dozens of content types you could be creating for your audiences. Here are some personal favourites of BBD Boom:

### **Blogs**

Blog posts on your website should be published on a regular basis to attract new traffic. They should be valuable content for your audience that urges them to share on social media and across other websites. Blog posts should be between 1,000 and 2,000 words in length, but refer to your content audit and see if your audience prefers longer or shorter reads.

[Check out our blog page here for some examples.](#)

### **Ebooks**

Ebooks are lead-generation pieces of content that prospects can download after submitting a lead form in exchange for their information. They are longer, more in-depth, and less frequent than blog posts.

[Check out our How to create & use buyer personas ebook here,](#) as an example.

### **Case studies**

Case studies are an opportunity to tell a story of a customer who solved a problem by working with you. A case study's goal is to show people who are considering your product that you are the one to go with.

For some examples, [check out our case studies page here.](#)



## Infographics

Infographics visualise data and information in a more compelling way than just text. These are great content formats to use if you're trying to share a lot of data in a way that is clear, easy to understand, and visually appealing to the audience.

As an example, check out our infographic, [The Anatomy of an Effective Multichannel Marketing Campaign](#).

## Videos

Videos are a highly engaging content format and can be shared across social media platforms and websites. Videos do require a large investment of time and resources than written content, but they are 40x more likely to get shared on social media than other types of content.

For some examples, [check out our Inbound 2020 recap page here](#).

## Social media

When regularly publishing content on your own site, think about distribution of content on other sites. This could mean repurposing content into new formats and publishing them on your blog, creating original content specifically for other sites, or publishing content on various social networks.

[Visit our LinkedIn profile for some examples of social media content](#).

As stated above, refer to your audit and consistently look at the performance of each piece of content you create. This will ensure that you are focusing your energy on the ones that your audience will actually engage and convert into leads on.

# 7. PUBLISH AND MANAGE YOUR CREATED CONTENT

## ASK YOURSELF

How will you manage content creation and delivery?

Not only should your content strategy cover the types of content you create, it should also detail how your content will be organised.

Use a content delivery calendar to ensure you're on the right track for putting out a consistent and varied stream of content. Make sure that you leave enough wiggle room for timely content - content that is relevant for the current situation or environment. For example, with the rise of COVID-19, make some content around working from home.

Also, don't forget to create topic clusters. The topic cluster model involves identifying a pillar page for each of your core topics to act as the hub, with your individual content pieces acting as the spokes. By linking from pillar page to content and back, you signal to search engines that the pillar page is an authority on the topic, and over time, the page may rank higher. This means your content can become one of your greatest SEO assets. [Check out our inbound marketing pillar page here](#), as an example.

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# BOOM

At BBD Boom, we are experts at creating, managing, and optimising content strategies for businesses of all varieties.

[Read our case study](#), where we hosted content strategy workshops for the global association of exhibitions, UFI.

If you'd like to organise a content strategy workshop for your business, [click here to download our information sheet](#).

If you'd like to discuss any of the steps highlighted in this checklist, or book a content strategy workshop for yourself, [click here to speak to one of our solutions specialists](#).



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