

Content Strategy

Duration:

MM YYYY - MM YYYY

Prepared by:

Add the name of the team or the lead content strategist here

Business Goals

List the company's aspirations that should be the basis of your content strategy. Doing so will make it easier for your team to link back strategies to the company's bigger mission.

- List business goals here
- Add more as needed

Target Audience

	Group 1	Group 2
Demographics <ul style="list-style-type: none">• Age range• Gender• Income• Occupation	<ul style="list-style-type: none">• <i>25-34 years old</i>• <i>Mostly females</i>• <i>USD 50,000-150,000</i>• <i>Senior Creative</i>	
Psychographics <ul style="list-style-type: none">• Lifestyle• Hobbies• Values	<ul style="list-style-type: none">• <i>Urban dweller</i>• <i>Decorating and cooking</i>• <i>Career-oriented and spiritual</i>	
Content They Like		

Communication Platforms They Prefer		

Content Strategy Overview

Write a brief description of the content strategy you're exploring and how it will achieve the business goals.

	Strategy 1	Strategy 2	Strategy 3
Business Goals	<i>Re-engage inactive customers</i>		
Target Audience	<i>Group 1</i>		
Type of Content	<i>"Welcome back!" email marketing with a free shipping CTA button</i>		
Content Platforms	<i>Email</i>		
Key Performance Indicators (KPI)	<i>Open email rate and conversion rate</i>		
Resources			

Roadmap

Briefing

Pre-Production

Production

Post-Production

Strategy 1

MM/DD/YYYY

MM/DD/YYYY

MM/DD/YYYY

MM/DD/YYYY

Strategy 2

Strategy 3

Notes

- Use this space for other reminders relevant to your team

Approval

Approvers	Comments	Date
Write the approver's name	Add notes here	MM/DD/YYYY