

CONTENT MARKETING

4 STEPS TO ESTABLISH YOUR CONTENT STRATEGY

1

DEFINE YOUR IDENTITY

ESTABLISH A BRAND BEFORE DIVING INTO CONTENT CREATION.

When it comes to putting together your content marketing strategy, you must first create your brand. **You cannot truly strategise without an identity and personality!**



2

FOCUS ON YOUR AUDIENCE

IDENTIFY THE CUSTOMERS/USERS YOU WANT TO APPEAL TO.

Who will benefit from you, your brand, your product or service? Define your target audience before stringing together a marketing strategy - especially for content strategy.



3

CONSIDER YOUR OUTREACH

WHERE WILL YOU FIND YOUR POTENTIAL CUSTOMERS?

Now that you have your identity and target audience defined, **think about where your customers will be - both online and offline.**



4

START CREATING CONTENT

CREATE MEANINGFUL CONTENT FOR YOUR AUDIENCE.

Produce content that's relevant and interesting to your target audience. Think about the content you will be producing too; site copy, blogs, social posts, articles, adverts, infographics, videos etc.

