



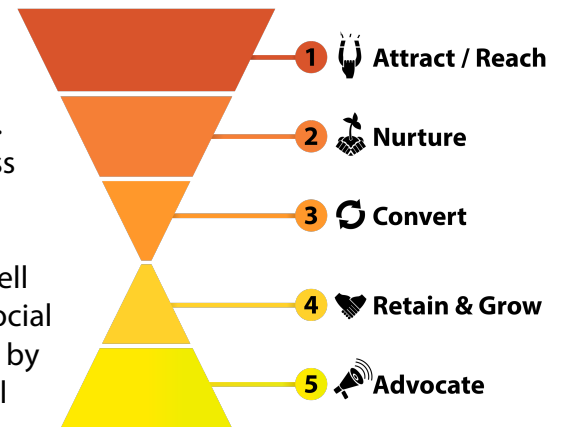
Creating great content starts with a clear plan and strategy. There is more content online than ever before and attention spans are only getting shorter. A clear content strategy will help your content stand-out and achieve your business objectives.

## 1. Define the Strategy

The first step in creating great content is defining the strategy for the content. What specifically do you want the content to achieve?

The strategy should be articulated in terms of the marketing funnel. Which specific stage of the marketing funnel do you want to address with your content.

For example, I may be promoting an event and ultimately want to sell tickets for the event. Prior to creating a piece of content (website, social media post, email, ad, etc.) I must determine **how** I'll sell tickets. Is it by generating awareness? Highlighting the benefits? Creating a special offer? What **is the approach** to get people to attend?



Each of these examples targets a different stage of the marketing funnel and would result in different content with different metrics of success.

## 2. Determine the Single Communication Point

Once the objective is determined, the next step is to define the primary communication message. What exactly are you trying to say?

Much of the content online isn't successful because it has no clear purpose.

For example, I may be promoting a B2B event. If my goal is "nurture" I may choose to highlight the amazing networking opportunities. Or instead focus on a specific keynote speaker. Perhaps I'll get people excited by sharing the exhibitors they can learn from.

It is important that I have a single idea to communicate.

Attention spans are short (and getting shorter). You are lucky if your audience can process and remember 1 idea. More ideas only makes your content less sticky.

Determine the **one single thing** that someone should know, think, or believe after interacting with your content.

### 3. Decide How to Deliver the Content

Once you know the business purpose (or strategy) and the main communication point, determine how you'll deliver the content.

What is the medium or approach you'll use to get the point across.

For example, a blog post or article about the benefits of an event could take many forms.

- How to
- Case Study
- Testimonial
- Urgency post (last minute)
- Announcement (awareness)
- Topical post

Decide how you will bring the content to life. There are many different approaches to creating great content.

### 4. Optimize the Content

Optimize the content based on best practices. There are best practices for every medium and channel, but a few guiding principles will help your content break-through.

- Keep it short – attention spans are only a few seconds
- Simplify your messages – people are scanning quickly
- Use clear and simple words – they are easier to digest
- Get to the main point FAST – you only have a few seconds
- Make it interesting – you have to capture attention

**DON'T USE A BIG WORD  
WHEN A SINGULARLY  
UNLOQUACIOUS AND  
DIMINUTIVE LINGUISTIC  
EXPRESSION WILL  
SATISFACTORILY  
ACCOMPLISH THE  
CONTEMPORARY  
NECESSITY.**

### 5. Measure Your Success

Finally, measure the success of your content and look for trends to improve your content going forward. Each type of content should have a clear KPI or success measure. For example, an awareness post may have a goal of a certain number of impressions.

The most common metrics (although these may be adapted for different channels) are:

- Awareness = Impressions or reach – **How many people saw my message?**
- Nurture = Action or quality of impressions – **Did my message have an impact?**
- Convert = Registrations, signups, coupon redemptions – **How many people acted?**
- Retain = Customer longevity/upsell metrics – **Did my message drive the behavior?**
- Advocate = Social mentions, comments or reviews – **Are people talking about my business?**