Content strategy templates

Marketing team KPIs
Determine the goal of your content.
How will it tell the story of your brand, your products, your culture?

Buyer persona template
To market your brand, you have to know your ideal customer.
A buyer persona is a fictional character that represents your ideal customer.

Project brief template
Create an overview of your strategy.
Set your goals, identify your audience, allocate roles, determine your budget.

Content strategy worksheet
Before you start to plan your route, you need to check out your customers,
your competitors, and your existing content.

Marketing team KPIs

Marketing

- Cost per acquisition
- Market share
- Brand equity
- Cost per lead
- Conversion rate (CVR)
- Open rate (OR)
- Click through rate (CTR)
- Page views
- Bounce rate
- Share of voice (SOV)

SEO

- Sales
- Leads
- Conversion rate (CVR)
- Site visits
- Ave time on site
- Ave time on page
- Landing pages
- Keyword rankings
- Page views
- Bounce rate
- Organic traffic
- Referrals/backlinks
- Domain authority

PPC

- Cost per click (CPC)
- Click through rate (CTR)
- Conversions
- Conversion rate (CVR)
- Cost per conversion (CPC)
- Cost per sale (CPS)
- ROI – ad spend
- Impressions
- Total spend

Social media

- Followers
- Conversion rate (CVR)
- Landing page CVR
- Engagement rate
- Impressions
- Post reach
- Sentiment
- Share of voice (SOV)

Email

- Open rate (OR)
- Conversion rate (CVR)
- New subscriber rate
- Unsubscribe rate
- Click through rate (CTR)
- Delivery rate
- Bounce rate

Website

- Traffic
- Unique visitors %
- New vs returning visitors %
- Ave time on site
- Ave time on page
- Bounce rate
- Exit rate
- Page views/sessions
- Page views per visit
- Traffic sources
- Leads per channel
- Visits per channel

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Buyer persona

Name BA, MA, MBA
… Job title …
… Company name …
… Industry …

DEMOGRAPHIC
Age group:
Gender:
Time in role: 4.5 years
Reports to: CEO CTO COO
Budget: $/£/€
Language: EN FR DE IT ES
Location: Country
Keywords: Leader Creative
Social media: Twitter
   Facebook
   LinkedIn

VALUES & GOALS
- Demonstrate ROI on campaigns
- Increase lead acquisitions
- Build closer relationship with sales
- Protect brand, optimize reputation
- Sell more
- Reduce customer churn

YOUR SOLUTION
- Start with marketing strategy
- Automation software
- Align sales and marketing
- Improve CX
- …
- …

VALUES
- Results
- Customers
- Teamwork
- prompt, clear comms
- Creative dialogue
- …

INFO SOURCES
- Competitor websites
- Facebook & Twitter
- LinkedIn news feed/top stories
- Social media blogs
- Industry peers
- …

PAIN POINTS
- Demonstrating value to exec team
- Shortage of automation tools
- Disconnected IT systems
- No accurate way to report ROI
- Short on leads
- …

YOUR SOLUTION
- Demonstrate performance using KPIs
- Integrate new technology
- Clear expectations in SLA
- …
- …
- …

PREFERRED CONTENT
- Online demo
- White paper
- Podcast
- Customer case study
- …
- …

ONLINE BEHAVIOR
- Twitter and LinkedIn – work
  Accounts: @...
- Instagram and Facebook – personal
- Blog subs: marketing, social media,
   design, management
- …

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Buyer persona

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DEMOGRAPHIC
Age group:
Gender:
Time in role:
Reports to:
Budget:
Language:
Location:
Keywords:
Social media:

VALUES & GOALS
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YOUR SOLUTION
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VALUES
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INFO SOURCES
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PAIN POINTS
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YOUR SOLUTION
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PREFERRED CONTENT
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ONLINE BEHAVIOR
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Project brief template

Project name	
Purpose How your content will support your mission?	
Goals What are your SMART goals?	
Audience Which personas are you targeting?	
Message What is the message & value of your content?	
Roles Who is project lead, creators, other contributors?	
Budget How much will it cost?	
Schedule What are key dates & deadlines of assets?	

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Content strategy worksheet

Plan which content to publish on each channel, to you reach each audience type at the right phase of the customer lifecycle.

Audience 1

Introduction	**Channel**	**Content**
Inform your audience about your business. Your brand and products.	Channels that will reach audience at this phase of customer lifecycle – website, blog, social?	Publish content that will educate your audience about your brand and products.
Convince	**Channel**	**Content**
What information will persuade your audience to convert?	Channels that will reach audience at this phase of customer lifecycle – website, blog, social?	Publish content that will persuade your audience to purchase your product.
Convert	**Publication**	**Content**
What content will improve users' buying experience?	Channels that will reach audience at this phase of customer lifecycle – website, blog, social?	Publish content that will help your audience travel through the purchasing process.

Audience 2

Channel	**Content**
Channels that will reach audience at this phase of customer lifecycle – website, blog, social?	Publish content that will educate your audience about your brand and products.
Channel	**Content**
Channels that will reach audience at this phase of customer lifecycle – website, blog, social?	Publish content that will persuade your audience to purchase your product.
Publication	**Content**
Channels that will reach audience at this phase of customer lifecycle – website, blog, social?	Publish content that will help your audience travel through the purchasing process.

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Content strategy worksheet – 1 of 2

Plan which content to publish on each channel, to you reach each audience type at the right phase of the customer lifecycle.

	Audience 1		Audience 2	
Introduction Inform your audience about your business. Your brand and products.	Channel	Content	Channel	Content
Convince What information will persuade your audience to convert?	Channel	Content	Channel	Content
Convert What content will improve users' buying experience?	Publication	Content	Publication	Content

Content strategy worksheet – 2 of 2

Plan which content to publish on each channel, to you reach each audience type at the right phase of the customer lifecycle.

	Audience 3		Audience 4	
Introduction Inform your audience about your business. Your brand and products.	Channel	Content	Channel	Content
Convince What information will persuade your audience to convert?	Channel	Content	Channel	Content
Convert What content will improve users' buying experience?	Publication	Content	Publication	Content

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