

In the chat:

- Preferred Name
- Where are you from?
- One word to describe your current content strategy.

Marketing Masters: Content Strategy

Learning Objectives

- 1. Identify current gaps in your marketing collateral
- 2. Understand the components of a successful content strategy
- 3. Define use cases for the Coldwell Banker Commercial Brand to enhance your content strategy.

Content Strategy

- Market Strategy that aligns with specific business goals.
- Clear vision of who you want to reach, what aims you hope to achieve, and what channels you will publish on.
- Flexible enough to change with the market and your audience.
- A plan to deviate from.

In preparing for battle I have always found that plans are useless, but planning is indispensable.

— Dwight D. Eisenhower —

Why Do You Need A Content Strategy? Gives your content a purpose

Simplifies content creation

Keeps you consistent

Builds a relationship with your audience

Boosts your credibility

Generates Leads

What is included in a content strategy?

- Why you are creating content?
- Whom you are targeting?
- Content Goals?
- How you stand out?
- Where you will tell your story?

Additional Content Strategy Questions How will you build your calendar?

How will you source content ideas?

How will you organize ideas?

How often will you publish content?

How will you build flexibility into the plan?

How will you track generated leads?

Brainstorm – Types of Content

Blog Posts (Video)

Infographics

Case Studies

User Generated Content

White Papers

Ebooks

Podcasts

Social Media Posts

Take Out A Piece of Paper

Set 3 Goals for your content Strategy.

Who is your audience?

What content do you currently have ready to go?

What content needs to be created?

Who are 2 competitors you can analyze to learn from?

Think about Key Words

How will you create and manage your content calendar?

How will you measure results?

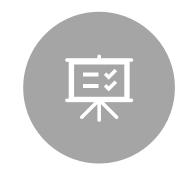
What is your cadence and content type?

What will you do next?

Key Insights



A CONTENT STRATEGY IS A PLAN TO DEVIATE FROM.



DEFINE YOUR GOALS FIRST. EVERYTHING STARTS AFTER THAT.



WHAT ARE YOU MORE AWARE OF BECAUSE OF OUR TRAINING TODAY?



WHAT ARE YOUR NEXT STEPS?

Source: <u>HERE</u>