



**COLDWELL BANKER
COMMERCIAL**

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?