

THE UK
DOMAIN
by NOMINET



**Content
Marketing
Strategy
Template**



CONTENT MARKETING STRATEGY TEMPLATE

The purpose of this template is to give you an easy step-by-step process to follow and to make sure you think about all of the things you need to in order to get your content marketing approach on track. You can fill this in online and save by clicking print > PDF in Chrome or 'Save As' in Explorer. Or alternatively, if you prefer to go analogue sometimes, print it out and fill it in on paper.

As a reminder, here is the structure we're going to follow:

- S** - Situation analysis. Where are we now?
- O** - Objectives. What do we want to achieve?
- S** - Strategy. How are we going to get there?
- T** - Tactics. How exactly are we going to get there?
- A** - Actions. What tasks do we have to do to accomplish our strategy?
- C** - Control. What are we going to measure to evaluate our activity?

Throughout this template, we are going to give examples based on a high-street shop selling homeware.



SITUATION ANALYSIS

Who are your top direct competitors?

- 1
.....
- 2
.....
- 3
.....
- 4
.....
- 5
.....

What are your strengths?

E.g. We have a really local loyal customer base that likes to come back to the shop regularly.

- 1
.....
- 2
.....
- 3
.....
- 4
.....
- 5
.....

What's your reaction to this?

E.g. Set aside an hour each Sunday to work on improving and updating the content on our website.





What's your reaction to this?

E.g. Concentrate on providing what other shops can't: brilliant, friendly, tailored customer service.

OBJECTIVES

Remember: make them SMART (specific, measurable, achievable, relevant, time-bound).

We have only included space here for four objectives. This is because it's better to focus on as few objectives as possible - you can refresh and update them every 3-6 months.

Reach - How are people reaching your business?

Act - Are you leading potential customers to take action?

Convert - Are you ultimately converting potential customers into actual customers?

Engage - Are you engaging with your customers after they've made a purchase or used your service?

E.g.

Reach: Increase the amount of traffic to our website from 300 visits per month to 1000 visits per month by July.

Act: Increase the number of clicks on our Facebook posts by 200% in the next three months.

Convert: Generate at least 20 product reservations from our website and social media channels by the end of next month.

Engage: Double the size of our email database in the next three months.

Reach:

[Dotted box for Reach objective]

Act:

[Dotted box for Act objective]

Convert:

[Dotted box for Convert objective]

Engage:

[Dotted box for Engage objective]



STRATEGY

Customer group:

E.g. Individuals or couples looking to buy gifts for their friends and family for special occasions and holidays.

.....

Their questions and concerns might include:

E.g.

- Can I browse the products you have in stock online? I'm too busy to come into the shop at the moment
- Are you open on Sundays?
- Can you gift wrap items I've bought as presents?
- I don't know what's a nice present to buy my mum for Mother's Day!
- Can you have an item delivered?



Your mission is to?

E.g. Our mission is to make it easy for everyone to make their home beautiful through expert, easy-to-follow design advice.





TACTICS

Brainstorm a list of ideas for your content.

Content idea

E.g. Avoid waste this Christmas: 10 festive decorations that will last you YEARS

How to upcycle an old piece of furniture

Format(s)

E.g. Blog with image gallery

Video tutorial



What channels are you going to use to publish and promote your content?

Owned

Website

Blog

Facebook Page

Twitter account

YouTube account

Google My Business Page

.....
.....
.....

Earned

(Here, you are best off listing activities that will help you achieve earned media)

Reviews on Google My Business Page

PR to promote upcoming weeknight event

.....
.....
.....
.....
.....

Paid

E.g. Run Facebook ads to promote the upcoming 20% special offer

.....
.....
.....
.....
.....
.....



CONTROL

What are you going to measure to know if you were successful?

Reach	Act	Convert	Engage
E.g. No. of visits to the website	Bounce rate on the website	No. of reservations of new stock on social media channels	No. of people on the mailing list
Views of videos on the YouTube channel	Avg. watch time of the videos		No. of people who have signed up to the loyalty scheme

Comments



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