Good con­tent strat­egy has many ben­e­fits. But, pri­mar­ily, it can help ensure that con­tent is use­ful, usable, and pur­pose­ful. We cre­ate, use, and pub­lish an aston­ish­ing amount of con­tent. Whether we’re con­scious of it or not, we need strate­gies to deal with it. Content strategy is iterative over time within a long-term life cycle.

The framework for your content strategy will factor in:

* Vision and Mission
* Audiences served and their expectations
* Competitors and influencers
* Internal roles and processes
* Resources
* Existing content performance (if available)

Content discussion will include the following:

* overall messages
* what kind of content to add,
* what to get rid of,
* content sourcing and aggregation plan
* cross channel communication
* success metrics
* an analysis plan