



Checklist 2 - Content Planning Strategies

Project Name: _____

Date: _____

Yes No

If you're creating content and posting it online, but you don't have a strategy for your content management, then your success is just a game of luck, which is why having a content planning strategy that will help in best content management is necessary. You just have to follow the below-mentioned steps to develop a content strategy if you want to grow your business online:

KNOW YOUR MISSION AND GOALS:

1

The very first step is to identify your goals, and for this, you must know what type of content you're about to create.

2

You have to develop a clear mission statement that will highlight your target audience and the type of content.

3

You also have to be clear about the benefit that your content will provide to your audience.

4

Identify whether your goal is to get more traffic or more social media engagement. Be clear about your goals.

DEVELOP KEY PERFORMANCE INDICATORS:

5

After knowing your mission and goals, it is time to develop certain KPIs (key performance indicators) that will help you identify whether you've reached your goals.

Notes

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6 Assign a certain number to each goal, and when you hit that number, KPIs will let you know.

7 You can create KPIs for signups, an increase in traffic or new subscribers.

GET TO KNOW YOUR AUDIENCE:

8 After developing KPIs, it is time to develop techniques that will help you in knowing your audience.

9 You can use demographics to collect data about the age, gender and many such things of your audience, which will help you create content accordingly.

10 Get insights about your audience on your social media sites to know what they like the most.

11 Get feedback from your audience frequently so that you know whether you're keeping up with their expectations or not and what improvements need to be made in your content.

LOOK FOR GOOD CONTENT CHANNELS:

12 Now, you must be familiar with the social channels where your content is being shared.

Notes

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- 13 For this purpose, you can use Google Analytics and go to the Acquisition option.
- 14 From there, tap on Social.
- 15 And lastly, tap on Overview. By doing this, you'll see the main social networks like YouTube, Facebook or Instagram, where your content is being shared.
- 16 You'll be able to understand which channels you can use to target your audience by doing so.
- MAKE DECISIONS ON CONTENT TYPES:**
- 17 As your content is the one deciding your success or failure, it is essential to look for the best content according to the needs of the audience.
- 18 Create blog posts and include these on the Home page of your site. From there, these can get shared on other social sites.
- 19 Use content management tools like Buzzsumo to know the type of blog posts and other content like videos that you can use to make your content outshine others.

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