

Content strategy: Quick wins to sharpen your output

Stratton Craig

We exist to help you win with words.

We are a copywriting and strategy agency that provides agile,
scalable content services.

Whether it's capturing attention, inspiring action or igniting
growth, **we help you win the things that matter most.**

Today we'll cover...

- / Content strategy malfunctions
- / Get focused
- / Get in shape
- / Get going



Introductions



/ Claire

Head of Copy & Strategy

Claire brings over 20 years' experience to lead our writing and content strategy team.

She helps clients win trust, engagement and new business with communications strategies.

Claire earned her stripes in marketing and communications roles with large financial services firms, including five years as Head of Communications for a large asset management firm.

"There is no point in putting content out there if it doesn't have a purpose. Start with the goal and then work out how to get there."



/ Helen

Account Director

Helen has more than nine years of B2B marketing agency experience in client services.

She ensures the timely production and delivery of content, while overseeing ongoing measurement and developing strategies to shape future ideas and execution.

"Being all things to all people doesn't work. It's much better to pull on the few levers that make a business stand out."

Content strategy malfunctions



Every business has a content strategy

Not yours? It's likely that your approach needs a rethink.

Signs you need a new content strategy

- / You feel as though you can't keep up with demands
- / SEO isn't as rewarding as it used to be
- / The engagement you're getting isn't translating into business wins
- / You're constantly looking elsewhere for inspiration to replicate
- / Your team looks to you for all the answers

54% said a lack of
resources

20% noted an
emphasis on quantity
over quality

In a CMI survey, these are the
reasons marketers gave for
ineffective content strategies

42% said creating
content consistently

23% cited 'unrealistic
expectations'

42% said 'lack of
clear goals'

Audience poll

What is the main challenge you face in creating effective content?

- / A. Lack of resources
- / B. Focus on quantity over quality
- / C. Lack of clear goals or priorities
- / D. Maintaining momentum

Content diagnosis

You're deficient in:

/ Resources

/ Alignment

/ Goals

Get focused



What does good look like?

Likes ↑

Sales ↑

Enquiries ↑

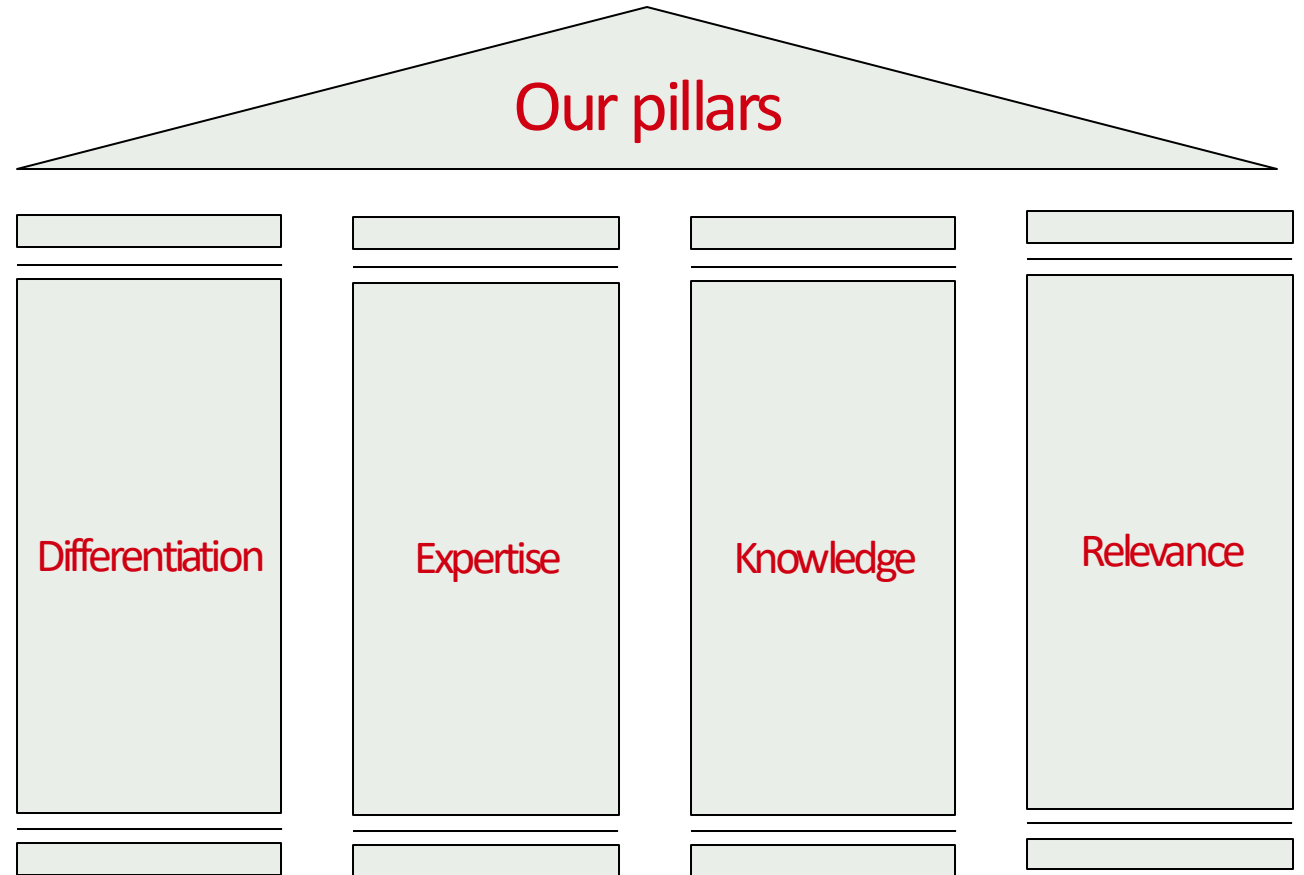
Traffic ↑

Engagement ↑

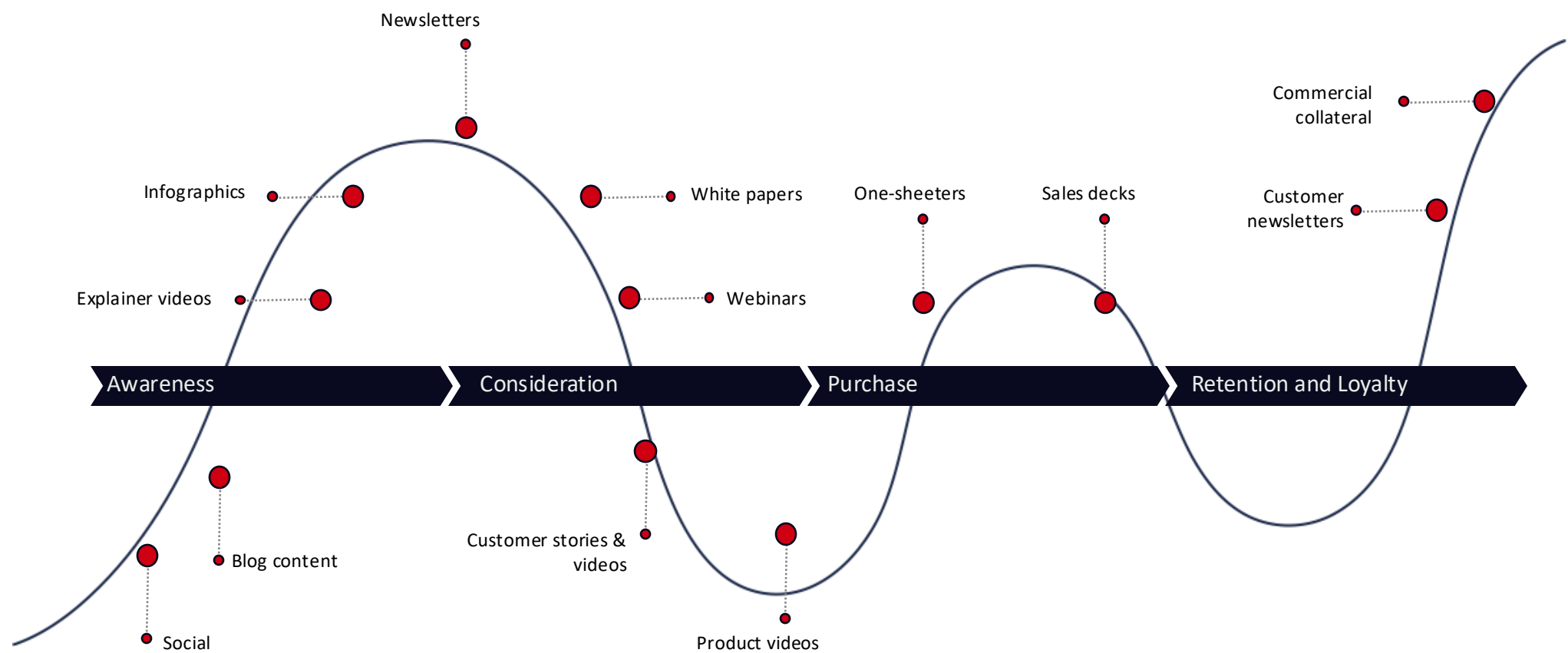
What does good look like?

Achieving your business goals

How to find
your themes



Customer journey mapping



How to **target your audience**

How to keep track

	Week 1	Week 2	Week 3	Week 4	Week 5
Hero piece	Topic Audience Expert When				
Article		Topic Audience Expert When		Topic Audience Expert When	
Infographic		Topic Audience Expert When			Topic Audience Expert When

Get in shape



The big debate

Quality

“...helpful, reliable information that’s primarily created to benefit people not search engines” – Google

Quantity

What does good look like?

On brand Unique Thought
provoking

Expert-led Consistent in style

How to nurture quality

1

Set the bar

2

Select the talent

Create your blueprint

- / Tone of voice guidelines
- / Style guide
- / Approved angles and takeaways
- / Bank of content you like

Prime your team

- / Select the ideal writer for each job
- / Speak to your experts
- / Get a human to finesse everything

Get going



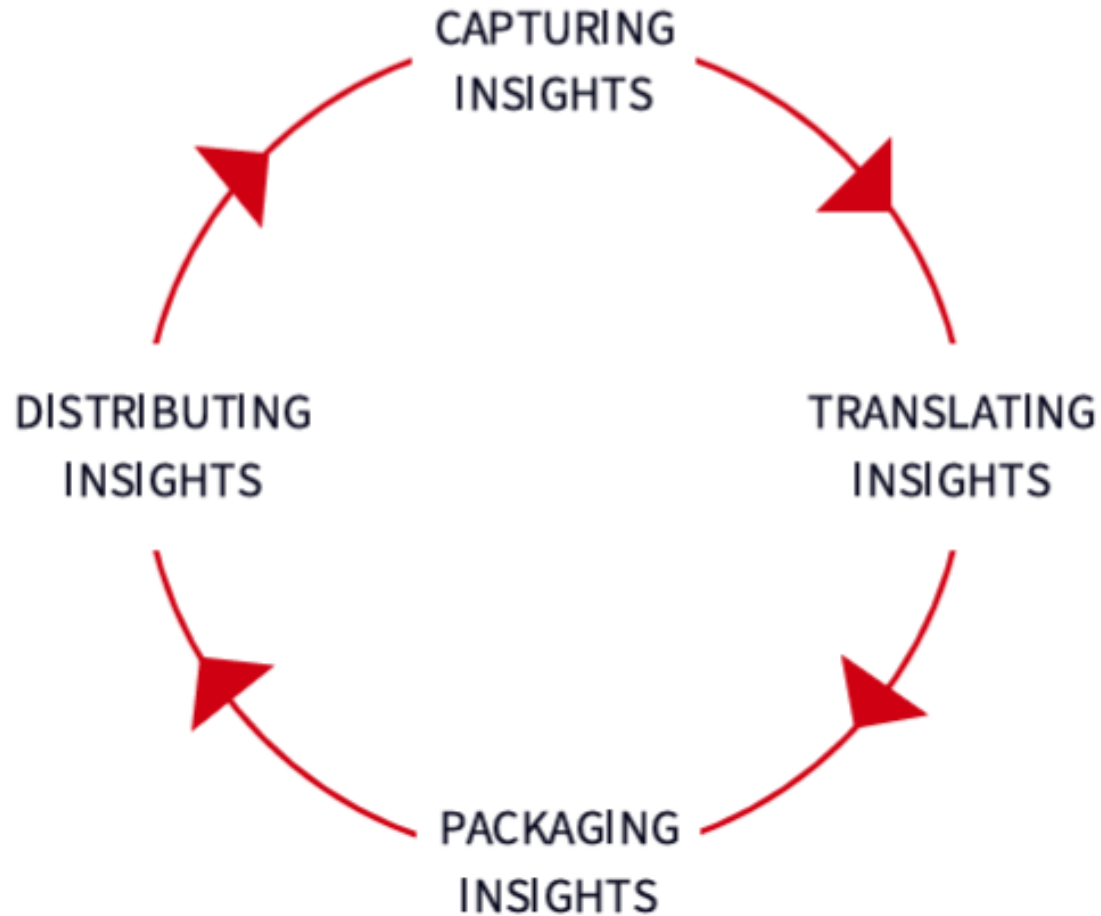
Keep the ideas flowing

1 Sales teams for audience priorities

2 Subject matter experts for thought leadership

3 Trends from comms and marketing

Create a scalable model



- / Set up brainstorm and interviews with the right people
- / Create processes to extract insights and turn them into content
- / Give people their responsibilities
- / Sort your sign offs

Key takeaways

- / Focus your efforts where they'll make the most impact
- / Agree what good looks like and the people you need to get there
- / Create a process for creating insights

The Get it Done Guide

TO CONTENT EFFECTIVENESS



Questions?

