



Content Strategy Masterclass

Seven steps to a great content strategy

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Business case



Challenges What gets in the way?	Costs Negative consequences

Our role



Content strategy is not new

- We = digital editor-in-chief

Editor's responsibilities	Digital extra challenges

Methods



Research method	Positive experiences	Negative experiences

Search behaviours



- adwords.google.com/KeywordPlanner
- google.com/trends/
- answerthepublic.com/

Popular phrases	Seasonal patterns	Long-term trends

Social behaviours



- buzzsumo.com
- followerwonk.com
- hashtagify.me

Most followed	Hashtags	Topics and formats

Internal = free insights!



Who would you contact and what would you ask?

Sales	Customer Services	Analytics

Your (draft) strategy statements



Audience	Type of content	Audience goal	Business goal

Process audit - do we have clearly defined ...



Stage	Stakeholders (who does what?)	Process (when and how they do it)	Templates (forms to fill)
Request (BAU vs. Urgent)			
Brief			
Creation			
Review/Edit			
Sign-off			
Publish			

Do we offer...



Issue	Style guide	Templates	Training	Ongoing support
Copywriting				
Tone of Voice				
Search				
Social				
Email				

Measuring performance – do we have...



Issue	
Success metrics	
Frequency <ul style="list-style-type: none">• Measurement• Report	
Alerts <ul style="list-style-type: none">• Positive• Negative	
Responsibility <ul style="list-style-type: none">• Collect• Analyse• Distribute	

Opportunities for templates



Page type

Page type



If you have any questions arising from this course, please email me at this address:

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