

Module 17, Lesson 1 Handout:

Why You Need a Customer Focused Content Strategy

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Before you begin creating any content, you need to have a strategy in place. Do you need to have every detail of every piece of content **figured** out? No. But you DO need a high level plan before you begin creating content. Why? Let us count the reasons.

- 1. Setting goals helps measure success.** You can't just create content without a goal for what you want to achieve with it. Otherwise, how will you know when you've succeeded? The ultimate goal of creating content is to increase your visibility and grow your audience. Putting a strategy in place to achieve this goal will help you get there, faster.
- 2. Creating a schedule helps maintain accountability.** If you haven't set any goals or deadlines with regard to creating content, what's stopping you from putting it on the back burner? By creating a content strategy and schedule complete with deadlines, you'll be more likely to prioritize content creation in order to meet these set deadlines and milestones.
- 3. Creating a content calendar helps to avoid creative burnout.** There will be days when you can't think of a single thing to write about. However, if you've created a content calendar ahead of time, you'll always have a list of ideas to brainstorm from - even when it feels like there's nothing left to say about your business. (There is!)
- 4. Choosing customer focused topics and channels creates a positive customer journey.** It's important to make sure you write about topics your audience cares about, and distribute it via the channels your audience prefers. By specifying the type of content you'll create, identifying relevant topics, and choosing your distribution platforms ahead of time, you'll get more out of your content efforts.

Questions to Ask When Creating a Customer Focused Content Strategy

- Who is My Ideal Customer Base?
 - What topics do they care about? What types of content are they likely to engage with? What content platforms do they prefer? What types of personalities might they have?
- How Much Content Can I Feasibly Create?
 - Do I have anyone to help with content creation? How many pieces of content can I create each week? Each month? Each quarter? What types of content do I feel comfortable creating? What tools do I need to create these types of content? What's my budget for content creation?
- What Content Distribution Platforms Make Sense for Me?
 - What platforms do I feel comfortable using? Do they cost anything? What can I/am I willing to spend on content distribution?

MY CONTENT STRATEGY OUTLINE	
My ideal customer is:	
My customers care about the following topics:	
My customers are on the following platforms:	
My customers engage with the following types of content:	
I can commit to creating X pieces of content per Week/Month/Quarter:	

I will need the following tools to create content:	
I'm most comfortable creating this type of content:	
I will distribute content using the following platforms:	
My budget for content creation and distribution is:	
I know how to (or can easily learn how to) use the following content distribution platforms:	

To answer some of these questions, you may need to review and complete the handout titled, **Types of Content and How Often to Produce/Distribute**. Filling out this worksheet will come in handy when you begin to create your content strategy, in lesson 2.