Lamphills' Checklist to Creating a Compelling Content Strategy for Brands

This Lamphills' checklist to creating a compelling content strategy will help you create comprehensive strategies that aligns with brands' goals while effectively engaging their target audience as a social media manager.

☐ **Goals and Objectives**: What do you intend to achieve with this strategy? Increase brand awareness, generate more leads, boost engagement, Improved SEO rankings, driving website traffic, increase conversions? Clearly define clear, measurable goals for your content strategy. Afterwards, align your content goals with the brand's overall business objectives. Lastly, set key performance indicators (KPIs) for tracking success

☐ **Target Audience**: Identify and describe your target audience segments. You can use demographics, psychographics, pain points, and content preferences to determine who your target audience are.

☐ **Audit Existing Content if any**: Assess the brand's existing content if there's any to identify strengths, weaknesses, and gaps. To do this list of existing content, analyze the performance metrics (views, shares, comments, conversions), highlight the content gaps and opportunities, identify content that needs updating or repurposing. Lastly, determine content to update, repurpose, or remove.

- ☐ **Content Themes and Topics**: Define and outline the main themes and topics your content will cover. These are the main subjects related to your brand (e.g., baking tips, cake decorating, recipe ideas. Come up with supporting topics for each core theme. Lastly, create a list of potential content ideas.
- ☐ **Content Formats:** Decide what types of content you will create. This could be Blog posts, videos, infographics, social media posts, E-books, Webinars or Podcasts.
- ☐ **Create your Content Calendar:** Plan and schedule your content over a specific period (monthly, quarterly). If you're just starting out, weekly and monthly is fine. Here, you'll decide when content will be published, working titles for each piece, type of content (blog, video, social post), who is responsible for creating and publishing, and where the content will be shared (website, social media, email).
- ☐ **Content Creation:** Develop a process for creating high-quality content but first, establish a content creation process (research, writing, designing). Create content briefs or outlines, develop high-quality, engaging content, edit and proofread content for accuracy and quality. Lastly, get final approval from stakeholders.
- ☐ **Content Distribution:** Outline your plan for distributing and promoting content. Identify owned channels for content distribution (website, blog, email), plan for social media distribution (Facebook, Instagram, Twitter, etc.), allocate budget and strategy for paid promotion (ads, sponsored posts) and explore partnerships for guest posting and influencer collaborations.
- ☐ **SEO Strategy:** Integrate SEO best practices into your content. To do this, conduct keyword research and target relevant keywords, implement on-page SEO best practices (titles, meta descriptions, headers), optimize images and videos for SEO, include internal and external links in content. Lastly, monitor and analyze SEO performance.
- ☐ Engagement and Community Building: Decide how you'll relate and engage with your audience to build a community. You can respond to comments and messages, encourage user-generated content, run contests and giveaways or host live events or Q&A sessions
- ☐ **Metrics and Analytics:** Define how you will measure the success of your content strategy. Set up analytics tools (Google Analytics, social media insights), track KPIs and performance metric, create regular performance reports and analyze data to make informed decisions.
- ☐ **Budget and Resources:** Outline the budget and resources required for your content strategy. Determine budget for content creation, promotion, and tools.
- ☐ **Review and Adjust:** Regularly review and adjust your content strategy based on performance and feedback. You can schedule regular reviews of content performance, gather feedback from audience and team members, and adjust content strategy based on performance data and feedback.