Simple Content Strategy Template

Answer the following questions to guide you towards providing the right information at the right time to the right audience.

# Understand Your Business

What do I offer?

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What problems does what I offer solve?

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What do I want people to know about what I offer?

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# Understand Your Audience

Who needs what I offer?

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How do they talk about their need?

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When do they need what I offer?

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How do they think about what I offer?

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Which social media channels do they tend to use?

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Once you’ve answered the questions about your business goals and audience needs, go back and read through your answers carefully. Use your answers to identify the following:

# Define Your Key Message, Voice & Tone

What are the main points you need to share?

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How do I want to talk about my main points?
Note: your brand voice is your personality. I recommend you complete a thorough exercise to define your brand voice at some point.

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What’s the mood of my audience?
Note: you base your tone on the mood of your audience.

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# Define Your Message Types

You may have several messages, such as announcements, promotions, thought leadership, etc. List all types of messages and see if they can be grouped into concise categories.

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# Define When You Will Post

For each message type, determine how often you’ll post and when.

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| **Message Type** | **Website** | **Facebook** | **Instagram** | **Twitter** | **LinkedIn** |
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