

ACQUIRE MORE CLIENTS

DIGITAL CONTENT STRATEGY

1

Introduction

- Definition of digital content strategy
- Why having a digital content strategy is important

2

Understanding Your audience

- Defining your target audience
- Conducting market research
- Creating buyer personas

3

Setting Your Goals

- Defining your business goals
- Defining your digital marketing goals
- Aligning your goals with your target audience

4

Creating Your Content

- Types of digital content
- Content creation process
- Content distribution channels
- Measuring content performance

5

Creating a Content Calendar

- Defining your content calendar
- Content calendar creation process
- How to use your content calendar

6

Creating a Distribution Plan

- Defining your distribution channels
- Creating a distribution plan
- How to measure distribution performance

7

Measuring Success

- Key performance indicators (KPIs)
- Measuring content and distribution performance
- Analyzing and adjusting your digital content strategy

8

Conclusion

- Recap of key points
- Importance of ongoing evaluation and adjustment of your digital content strategy.