

<Nudge> One Page Content Marketing Strategy

Our business objective is to...	<i>Drive awareness about our offering in order to increase sales.</i>
Our marketing objective is to...	<i>To grow our business by winning the trust of content marketers and delivering value through our offering.</i>
Our audience is X...	<i>Content marketers at growing companies.</i>
They care about Y...	<i>Using content to drive business outcomes but at the same time creating high quality content.</i>
We will create content to change our audiences perception from X to Y...	<i>We will create content to help content marketers create better content and make them aware of our offering.</i>
Tangible outcomes, of this occurring are... AKA KPIs.	<ol style="list-style-type: none"> 1. <i>Newsletter subscribers</i> 2. <i>Inbound leads</i> 3. <i>Brand searches</i>
Launch date	<i>Jan 1st, 2019. Ongoing.</i>
Key stakeholders involved	<ol style="list-style-type: none"> 1. <i>CEO</i> 2. <i>VP of Growth</i> 3. <i>Content Marketing Manager</i> 4. <i>Head of Sales</i>
Resources available	<ol style="list-style-type: none"> 1. <i>People</i> 2. <i>Agencies</i> 3. <i>Investment dollars</i>
Formats, destinations and distribution.	<i>Our content will <u>live on our blog</u>, be syndicated in <u>our newsletter</u> and promoted through our social channels.</i>
Competitors or competitive landscape.	<p><i>We are competing against these brands for share of voice and wallet.</i></p> <ol style="list-style-type: none"> 1. <i>Brand1.com</i> 2. <i>Brand2.com</i> 3. <i>Brand3.com</i>

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