

# 8 Steps to a Winning Content Strategy

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“Content marketing ...

...is the various methods which we deliver our message of value in the digital world.”

– Ryan Hanley, Content Warfare.

# Why Develop a Content Strategy?

Access to products & services

Solve their pain

Become a trusted adviser

What do you  
want to  
accomplish?



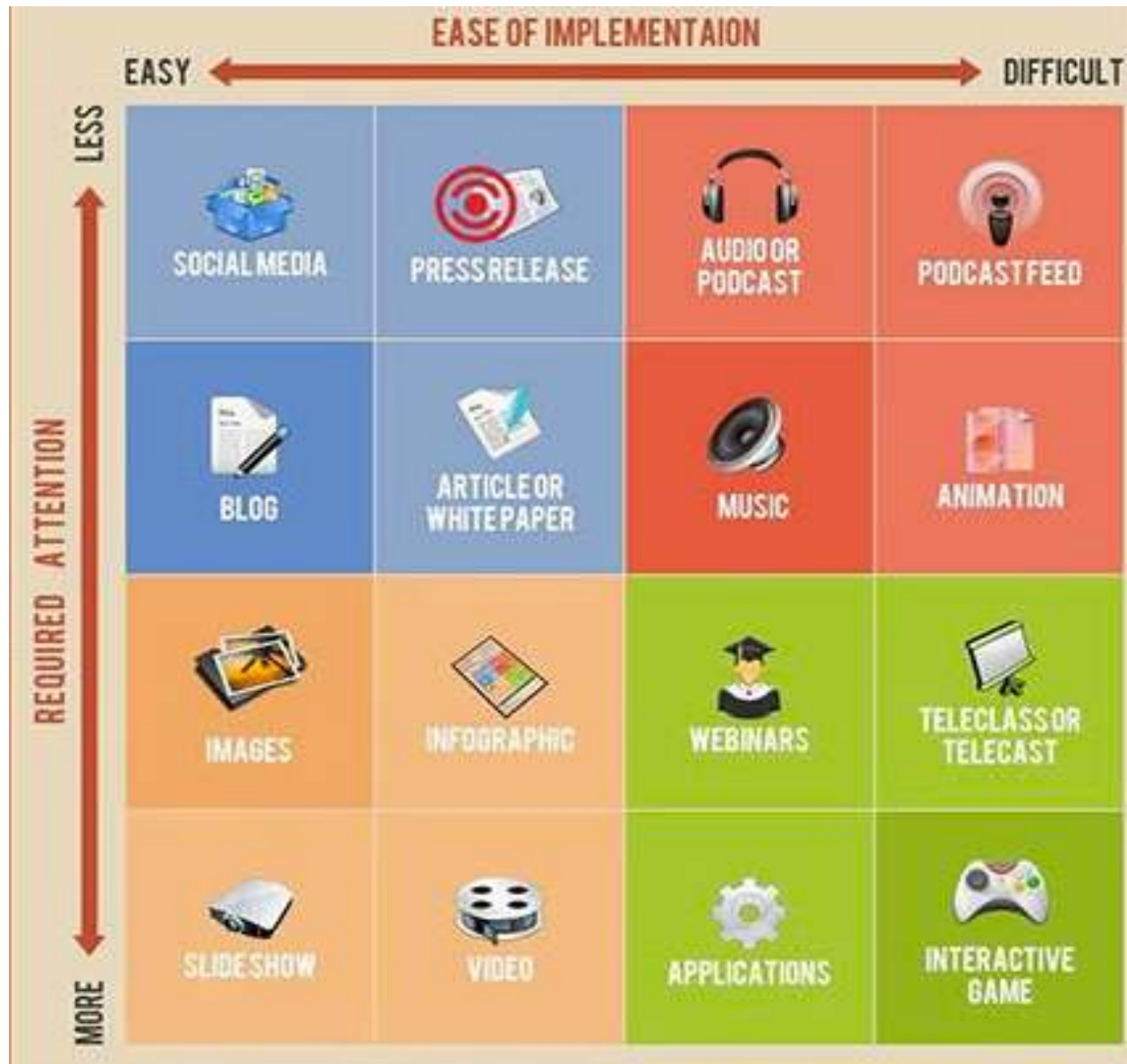





# Create a Content Marketing Mission Statement

**“Create delicious meal solutions that inspire amazing food stories which spread to drive sales and create value for Kraft Foods”**





# Types of Content To Consider

A photograph of a two-story stone building with a large, arched window on the right side. The building is made of rough-hewn stone and has a dark roof. In front of the building is a well-maintained green lawn. To the left of the lawn, there is a small stone wall and some plants. In the background, there are trees and a small white building with a blue roof. The sun is shining from the left, creating a bright glow and long shadows on the lawn.

“Never build your  
content on rented  
land”

*- Joe Pulizzi, CMI*





Optimise your  
Content

# Content Promotion



# Measure your efforts





**Win!**LUXURY FLAVOUR  
WEEKEND FOR TWO  
LONDON

## Search

Tell us what you want to bake.

Search for cakes, shortbreads, chocolate, etc...



OR

## Know exactly what you want?

Tell us more about what you want to bake.

I WANT TO SEE

ALL RECIPES



FOR

ALL THEMES



WITH

BUT WITHOUT

GO

1312 RECIPES FOUND

## Ingredients

**250g** Very strong white  
bread flour (we like  
Allinson) ?**250g** Very strong  
wholemeal bread  
flour (we like Allinson) ?**1 1/2tsp** Salt**2tsp** Ginger (ground)**3tbsp** Glacé icing chopped

SALMON AND DILL CUPCA



FINGER SANDWICHES



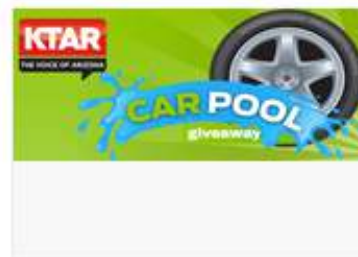
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### Marketing Resume Templates Template

## 8 STEPS TO A WINNING CONTENT STRATEGY

- WHAT DO YOU WANT TO ACCOMPLISH?
  - RESEARCH YOUR AUDIENCE NEEDS
  - CREATE A MISSION STATEMENT
  - PLAN & AGREE CONTENT TYPES
  - BUILD ON YOUR HOME BASE
  - OPTIMISE CONTENT
  - PROMOTION
  - MEASURE
- 



# Thank You!

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