



# Checklist

## Content-Strategy

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# 1. Positioning & Goals

How do I want to position my company / brand?

How should I perceived as company / brand?

Examples: Innovative, competent, quality leader, price leader, trend leader etc.; choose 2-3 primary goals

Which goals I want to archieve online?

Examples: Better SEO, more visits, building a community, interaction, leads, more sales; choose 2-4 primary goals

# 2. Target group

Identify your target group

Who are your target people? Demographics? Which informations your target group is looking for? Where and how moves your target group online?

Identify the influencers

Bloggers / blogs in my target industry which are well ranked in Google and / or have a high number of followers

Cluster your target group

Cluster your target group into 3-4 different types by the content that interests your target audience. Orient yourself by answering the question: What questions / problems has the target person?

Create actual analysis

Analyse the existing media (website, forum, blog, Facebook page etc.) for keywords and interests. Use tools such as Google Trends, Analytics or visitor statistics.

# 3. Strategy

Define media and channels

Select a central media (hub). Consider the user behavior of your target group and the targets of your company / brand. Categorize your blog (hub) based on the clusters of our target group. Consider the staff resources. Define exactly the task of each channel.

Define the processes

Who is responsible for what? Who delivers what when? What are your service-levels? How are the processes and legitimations?

Create subject schedule

Create a subject time schedule. Consider the target group clusters and the targets of your content strategy.

Create a content marketing plan

Through which channels and formats you want to promote your content?

Create a roadmap

Summarize all in a roadmap with timetable. Embed the goals in the scheduling.

## 4. Implementation

Set up channels

Set up the selected channels (e. g. blog, Facebook page, YouTube channel etc.). Train the responsible staff.

Set up authors

Set up a G+ profile for each author and guide / train the authors processing the media.

Implement subject schedule

Implement your subject schedule. Watch, control and adjust in the beginning time the correct implementation.

Monitoring

Note the actual numbers (visits, clicks, Google ranking etc.), control the development, adjust your strategy if necessary. Watch constantly the achievement.

**You have questions?** Give us a call at +49 201 55 87 93 26

or send us a message:

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