Using Content Strategy to Reimagine Your Website

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What We’ll Cover

• What is Content Strategy?
• Why is it Important?
• 6 Steps to Creating Your Strategy
• How ClearVantage Can Help
• Question & Answer

What is Content Strategy?

**Definition:** “A content strategy is the high-level vision that guides future content development to deliver against a specific business objective.” ¹

¹Distilled: https://www.distilled.net/resources/what-is-content-strategy/
Why is it Important?

82% of consumers feel more positive about a company after reading custom content.\(^1\)

Conversion rates are nearly 6x higher for content marketing adopters than non-adopters.\(^3\)

60% of the most effective content marketers have a documented strategy compared to 12% of the least effective content marketers.\(^2\)

\(^1\)Demand Metric: https://www.demandmetric.com/content/content-marketing-infographic
\(^3\)Kapost: http://resources.kapost.com/aberdeen-content-chaos.html

6 Steps to Creating your Strategy

1. Establish Goals
2. Conduct Research
3. Create Personas
4. Define Strategy
5. Plan Execution
6. Measure Results
1. Establish Goals

- Attainable
- Specific
- Measurable
- Relevant

Conduct Research

Sources of Research:

- Current Data
  - Website Analytics
  - Current AMS Data
  - Social Media

- Primary Research
  - Interviews
  - Surveys
  - User Feedback

- Competitive Analysis
  - Websites
  - Social Media
  - Search Analysis
### Create Personas

**Persona: “Name”**

<table>
<thead>
<tr>
<th>BACKGROUND</th>
<th>MINDSET</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Position:</strong></td>
<td><strong>Position:</strong></td>
</tr>
<tr>
<td><strong>Age:</strong></td>
<td><strong>Age:</strong></td>
</tr>
<tr>
<td><strong>Years of Experience:</strong></td>
<td><strong>Years of Experience:</strong></td>
</tr>
<tr>
<td><strong>Professional Responsibilities</strong></td>
<td><strong>Professional Responsibilities</strong></td>
</tr>
<tr>
<td><strong>Interests:</strong></td>
<td><strong>Interests:</strong></td>
</tr>
<tr>
<td><strong>Key Resource She Needs from our Association:</strong></td>
<td><strong>Key Resource She Needs from our Association:</strong></td>
</tr>
<tr>
<td><strong>Professional or Personal Goals:</strong></td>
<td><strong>Professional or Personal Goals:</strong></td>
</tr>
<tr>
<td><strong>Fears or Anxieties:</strong></td>
<td><strong>Fears or Anxieties:</strong></td>
</tr>
<tr>
<td><strong>What She Expects from Her Relationship with Our Association:</strong></td>
<td><strong>What She Expects from Her Relationship with Our Association:</strong></td>
</tr>
</tbody>
</table>

### Define Strategy

**Strategy Statement**

![Strategy Diagram]

- **Content**
- **Goal**
- **Audience**

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Plan Execution

- What content will you produce?
- Where will you distribute this content?
- Who will be responsible for creating content?
- When will you post content and how frequently?

Measure Results

- Establish Goals
- Measure Results
- Make Adjustments
How ClearVantage Can Help

- SEO
- Content Delivery
- Consumer Research

Get in Touch!

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