

Using Content Strategy to Reimagine Your Website

Presented By:



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Presenters



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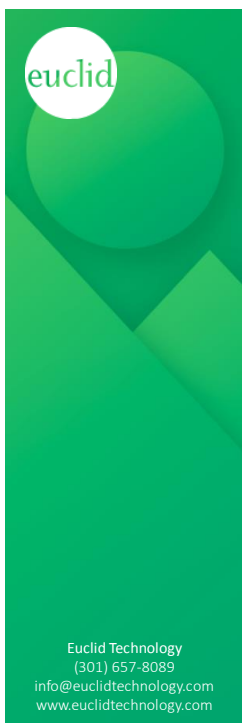
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What We'll Cover

- 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/>

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Why is it Important?

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

6x 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

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¹Demand Metric: <https://www.demandmetric.com/content/content-marketing-infographic>

²Content Marketing Institute: http://contentmarketinginstitute.com/wp-content/uploads/2013/10/B2C_Research_2014-withlinks.pdf

³Kapost: <http://resources.kapost.com/aberdeen-content-chaos.html>

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6 Steps to Creating your Strategy

1 Establish Goals

4 Define Strategy

2 Conduct Research

5 Plan Execution

3 Create Personas

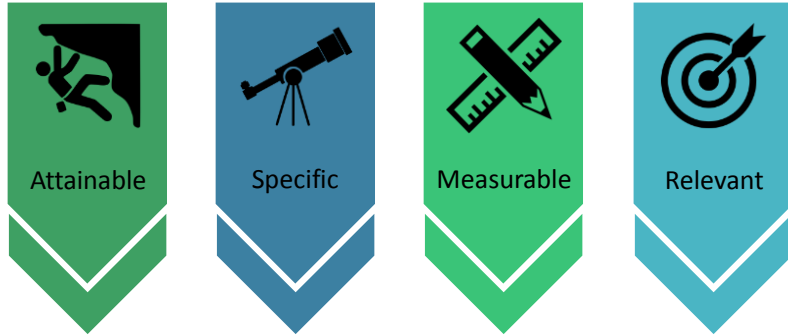
6 Measure Results

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1 Establish Goals



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Conduct Research

Sources of Research:



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Create Personas

Persona: "Name"

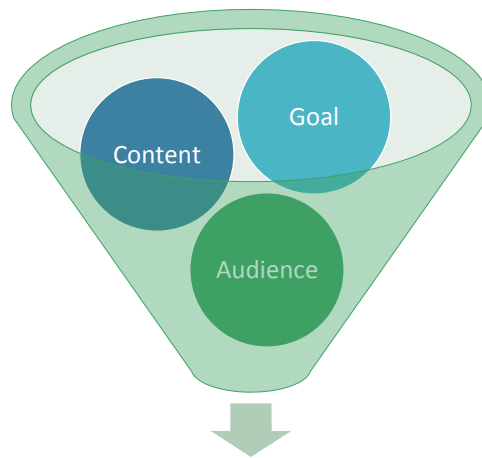


BACKGROUND	Position: Age: Years of Experience:
MINDSET	Professional Responsibilities Interests: Key Resource She Needs from our Association: Professional or Personal Goals: Fears or Anxieties: What She Expects from Her Relationship with Our Association:

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Define Strategy

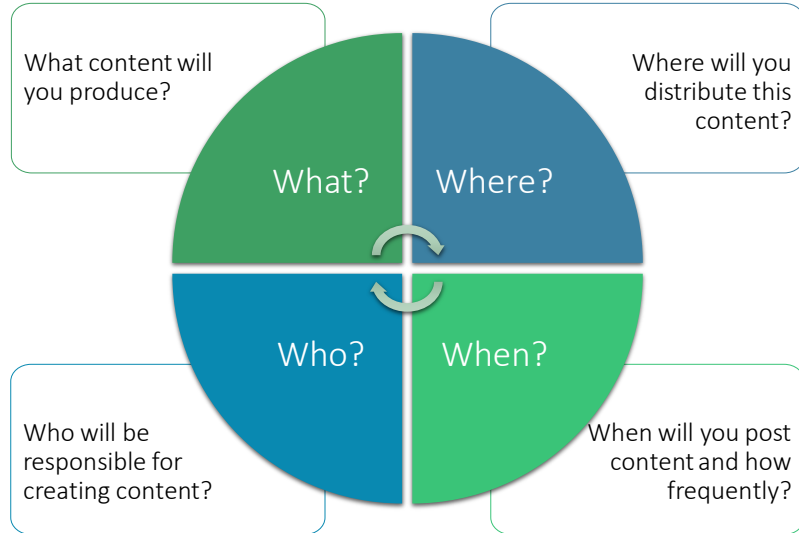


Strategy Statement

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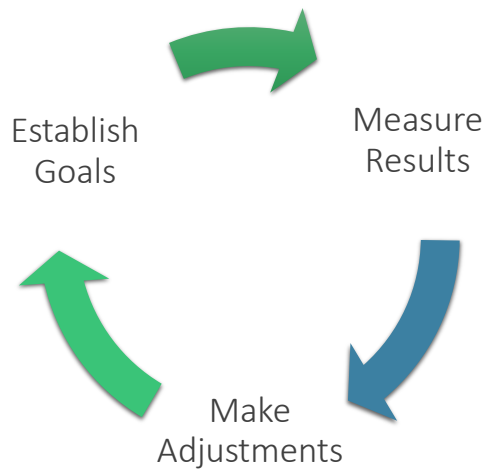
Plan Execution



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Measure Results

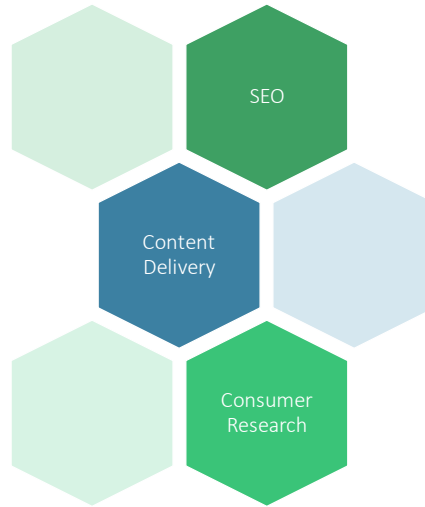




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How ClearVantage Can Help



Get in Touch!

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