



**BigDealCompany™**  
BIGDEALCOMPANY.COM

# CONTENT MARKETING STRATEGY



**Implementing a robust content strategy leads to increased engagement, brand recognition, and customer loyalty.**

**Here's how to do it:**

1. Maintain consistency for success
2. Set SMART Goals - This spearheads the direction of your strategy. Goals are based on where you are and where you want to be.
3. Know Your Audience - Conduct thorough research to understand demographics, preferences, and consumption habits.
4. Study the Competition - Analyze their strategies, strengths, and gaps in the market.
5. Complete Topic & Keyword Research - Do you know what your audience is searching for?
5. Review your existing content & channels - Analyze which content is performing well.
6. Brainstorm content ideas - After you generate a list, think about your distribution channels - can it exist across different channels?
7. Group your content ideas - Remember the marketing funnel!
8. Measure your results - Evaluate effectiveness
9. Create Your Content - User focused
10. Distribute! - Chop into bite-sized pieces and repurpose over multiple channels

Big Deal Company | 970-613-1455 or 303-886-3068 | [BigDealCompany.com](http://BigDealCompany.com)

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