

CONTENT STRATEGY MAP

Last updated: 02/16/21

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-- The Lucky Orange Team 🍊 --

BUSINESS OVERVIEW

Use this section to map your business purpose with key messaging and other high-level business statements. Doing this first ensures you know what your content is working towards in the long-term.

Business vision	Business Objectives	Audience segments	Key messaging (current)
<ul style="list-style-type: none">- <i>Why does your business exist?</i>- <i>What benefits do you provide for your customers?</i>- <i>How does your product/service make your customers' lives better?</i>	<ul style="list-style-type: none">- <i>What measurable outcomes are you paying attention to?</i>- <i>Ex: Increase number of email signups</i>- <i>Ex: Get more users to create accounts</i>- <i>Ex: Increase LTV across all product lines</i>	<ul style="list-style-type: none">- <i>Quickly describe your main audience segments</i>- <i>Keep it general until you have data to back up your segmentation</i>- <i>At a minimum, include potential, existing, and former customers</i>	<ul style="list-style-type: none">- <i>What are your top-level statements that will carry over across all content types and channels?</i>- <i>How can you quickly describe your key benefit(s)?</i>

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USER MAP (EXAMPLE)

Use this section to map your audience segments with their intent, emotions and how content will play a role in meeting their needs.

User type & intent	User emotions	Content types	Content purpose	Business goal	Voice/tone tips
Example: Potential customer	Technical confusion, overwhelmed, FUD	Web copy and graphics, social media, cold email, gated downloadables	Education, trust-building, alleviate skepticism, product differentiation, cost ROI clarity, privacy clarity	Increase monthly demo signups	Get to the point, avoid marketing jargon, use links to dive deeper into topics
Example: Existing customer	Potential confusion excitement, wariness	Web copy and graphics, system & marketing emails, ungated downloadables	Increase competence with product use, provide opportunities for advocacy	Increase upsell rate	Remain confident yet friendly, don't distract or overwhelm
Example: Former customer	Disappointment, resentment, confusion	Marketing emails, gated downloadables	Provide easy use cases, offer win-back promotions	Increase win-back rate	Express confidence and value, be direct

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COMPETITIVE LANDSCAPE (GENERAL)

The purpose of this section is not necessarily to provide a comprehensive listing of all possible competitors.

Rather, it is to indicate the types of companies in the industry and identify where they fit from a market share, product features, and innovation perspective. Due to the great variation in product features, some competitors may be more directly competitive than others. If they're anywhere in your competitive consciousness, add them here.

Industry positioning	Company examples
Market leader	<i>Put one company here that leads all others</i>
Challengers	
Contenders	
Emerging	
Niche	

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COMPETITIVE LANDSCAPE (CONTENT)

The purpose of this section is not necessarily to provide a comprehensive listing of all possible competitors.

Rather, it is to indicate the types of companies in the industry and identify **where they fit from a content perspective**. Due to great variation in product features, some competitors may be more directly competitive than others. If they do anything similar to what you'd like to do, add them here.

Industry positioning	Company examples
Market leader	<i>Put one company here that leads all others</i>
Challengers	
Contenders	
Emerging	
Niche	