



WHAT IS CONTENT STRATEGY?

Content strategy is the high-level planning, execution, promotion, and on-going management of the content lifecycle to support key business initiatives. Essentially, it's your brand's game plan for driving traffic, leads, engagement, sales, and other business outcomes through content. When executed well, content strategy is one of the most important components of your **marketing strategy**. It takes time and money to create great content. Whether you outsource content or develop videos in-house, it's critical to have a well-organized plan to get the outcomes you want. Your strategy is a playbook that drives action and insight. And like a playbook, it covers a lot.

- **Step 1: Set a mission, goals, and KPIs**

Your mission should align your team and make it easier to eventually talk about your brand's products organically. The goals and metrics will follow.

- **Step 2: Study your audience**

Do research to find out more about your primary and secondary audiences. And don't be afraid to weave together qualitative and quantitative data.

- **Step 3: Perform SEO analysis**

Once you have a better picture of your audience, you can lock on in on what topics they care about the most. Third-party tools like **Moz** and **BuzzSumo** now offer data on valuable search engine optimization data like keyword volume, difficulty, and click-through rates.

- **Step 4: Focus on Your Niche for Your Content Strategy**

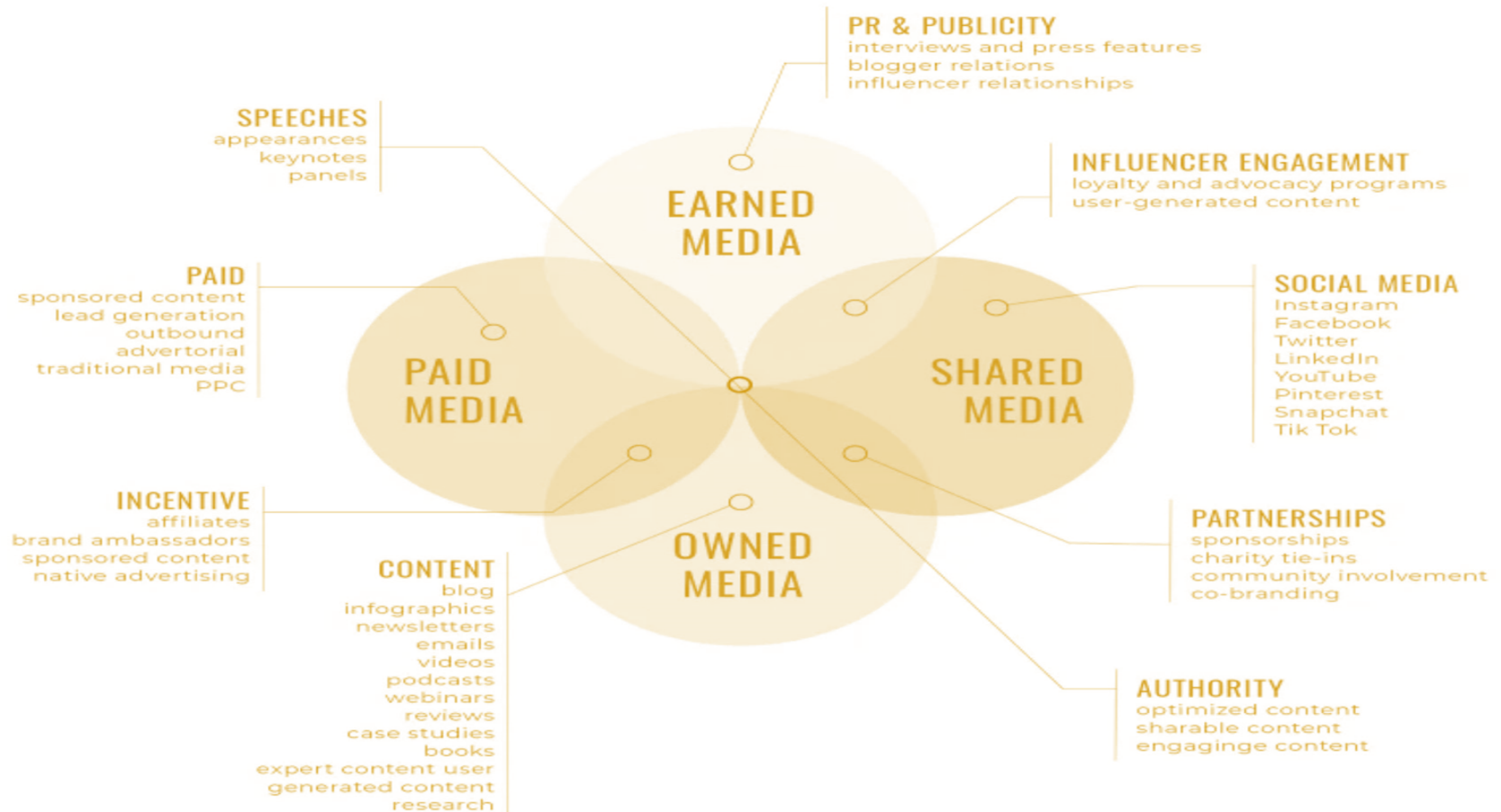
Create content that: stands out, is unique, has a distinct voice, and, most importantly, offers genuine value to readers. The more specific you are and the more you focus on your niche, the greater your chances of establishing yourself as an authority in your field, whether your readers are looking for information or entertainment.

- **Step 5: Measure Your Results for Your Content Strategy**

Measuring the results of your content marketing efforts is one of the most important aspects of developing an effective content strategy. Churning out content without analyzing your user feedback is akin to having a phone conversation on mute. You need to know what your audience liked as well as what they didn't like, and why.



WHAT CHANNELS WILL YOU CHOOSE TO **DISTRIBUTE** YOUR CONTENT: PAID, EARNED, SHARED, OWNED





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Incomepass® is an innovative "Omni Channel" Platform designed for creative startups who need access to capital and equity investors to build diversified portfolios within various sectors to acquire multiple streams of income.

START WITH ONE ITEM OUT OF EACH CHANNEL (PESO) TO HELP YOU GET STARTED WITH YOUR CONTENT DISTRIBUTION STRATEGY. YOU CAN ALWAYS ADD MORE LATER OR PIVOT TO ANOTHER ITEM AFTER TESTING AND MEASURING OUT THE RESULTS.

PESO MODEL

