

Ignition™ from Macleod & Co.

CONTENT STRATEGY TEMPLATE

A Content Strategy Matrix is a tool that helps you create tailored messaging and content for each of your audience segments and identify tools to engage them. To demonstrate how we use Content Strategy Matrices, we filled out a portion of this matrix using one of our audience segments: funded start-ups.

	Example: Start-Ups	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Overall
Primary Target Who is the audience you are trying to reach?	Entrepreneurs with a funded start-up					
Positioning How do you want to be perceived?	We are strategic marketing experts. Macleod is the partner you need to get the word out about your product/service, differentiate your company from the competition, attract your target audience(s), convert them to customers, and make your business more profitable.					
Key Features/Benefits What unique value do you provide? What does your product/service offer that the competition's doesn't?	Our Holistic Marketing approach: we take many factors into account when developing marketing strategy (company values, history, culture, employees, & brand perception, to name a few). We are also highly strategic; we use data and targeting to deliver tailored messaging to the audience(s) that can help you reach your goals.					
Barriers What are some challenges you face in reaching your prospect? Be specific!	Our prospect may have little experience with marketing and be wary of spending money on it; he/she may not see the potential for ROI in marketing. The prospect will be protective of his/her product/service and may require education on the ways marketing has changed.					
Personas What is your target's age/gender/occupation/income level? What does he/she value?	Age: 25-70. He/she is a go-getter who values innovation, efficiency, and hard work. Our target is extremely knowledgeable about a certain topic (or topics) & has likely invested a great deal of time, energy, and money in his/her business venture. He/she is creative, and is likely (but not definitely) introverted.					
Keywords What are the questions your prospect is asking? How do those questions overlap with your product or service?	<ul style="list-style-type: none"> • "Getting started with marketing" • "Marketing tools for start-ups" • "Marketing advice for start-ups" • "How to create a marketing plan" • "Start-up marketing campaign" 					
Gated Content What type of content can you offer that your prospect is most likely to engage with? Consider where your prospect is spending time online.	Our prospect subscribes to industry publications/newsletters. He/she is likely active on social media but not necessarily in a professional capacity. Blog posts, eBooks, case studies, and other informational/"how-to" content are most likely to engage him/her.					
Sample Content Think infographics, blog posts, eBooks, white papers, tweets, etc.	<ul style="list-style-type: none"> • eBooks, e.g. "Marketing for Start-Ups" or "Marketing Strategy 101" • Blog posts, e.g. "Create a Marketing Plan: 5 Things to do Today" or "10 Tips for First-Time Marketers" • Case study on how our Strategic Framework helped Company X develop their brand, set themselves apart from their competition, generate leads, and increase profits. 					