

Four Pillars of Content Strategy



The diagram consists of four rounded rectangular boxes arranged horizontally. The first box on the left is dark teal and contains the text 'Brand Goals' in white. The remaining three boxes are light blue and contain the text 'Brand Narrative', 'Content Operations', and 'Media Distribution' in dark blue. A thick dark blue horizontal line is positioned below the boxes.

Brand Goals

Brand Narrative

Content Operations

Media Distribution

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The diagram consists of four rounded rectangular pillars of varying heights and colors, arranged from left to right. The first pillar is the tallest and is dark teal, containing the text 'Brand Goals'. The second pillar is shorter and light blue, containing 'Brand Narrative'. The third pillar is the same height as the second and light blue, containing 'Content Operations'. The fourth pillar is the shortest and lightest blue, containing 'Media Distribution'. A thick blue horizontal line is positioned below the base of the pillars.

Brand Goals

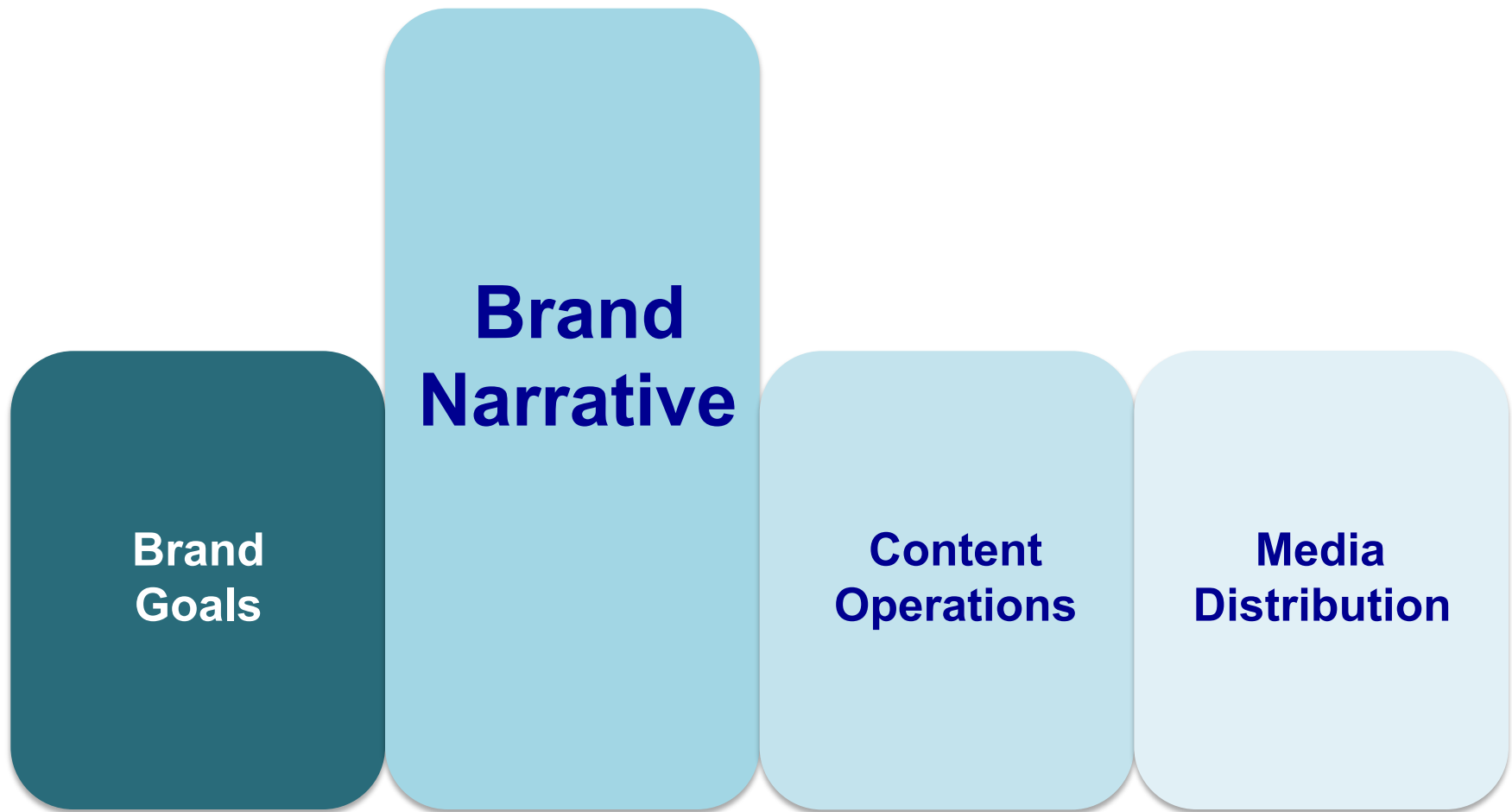
Brand Narrative

Content Operations

Media Distribution

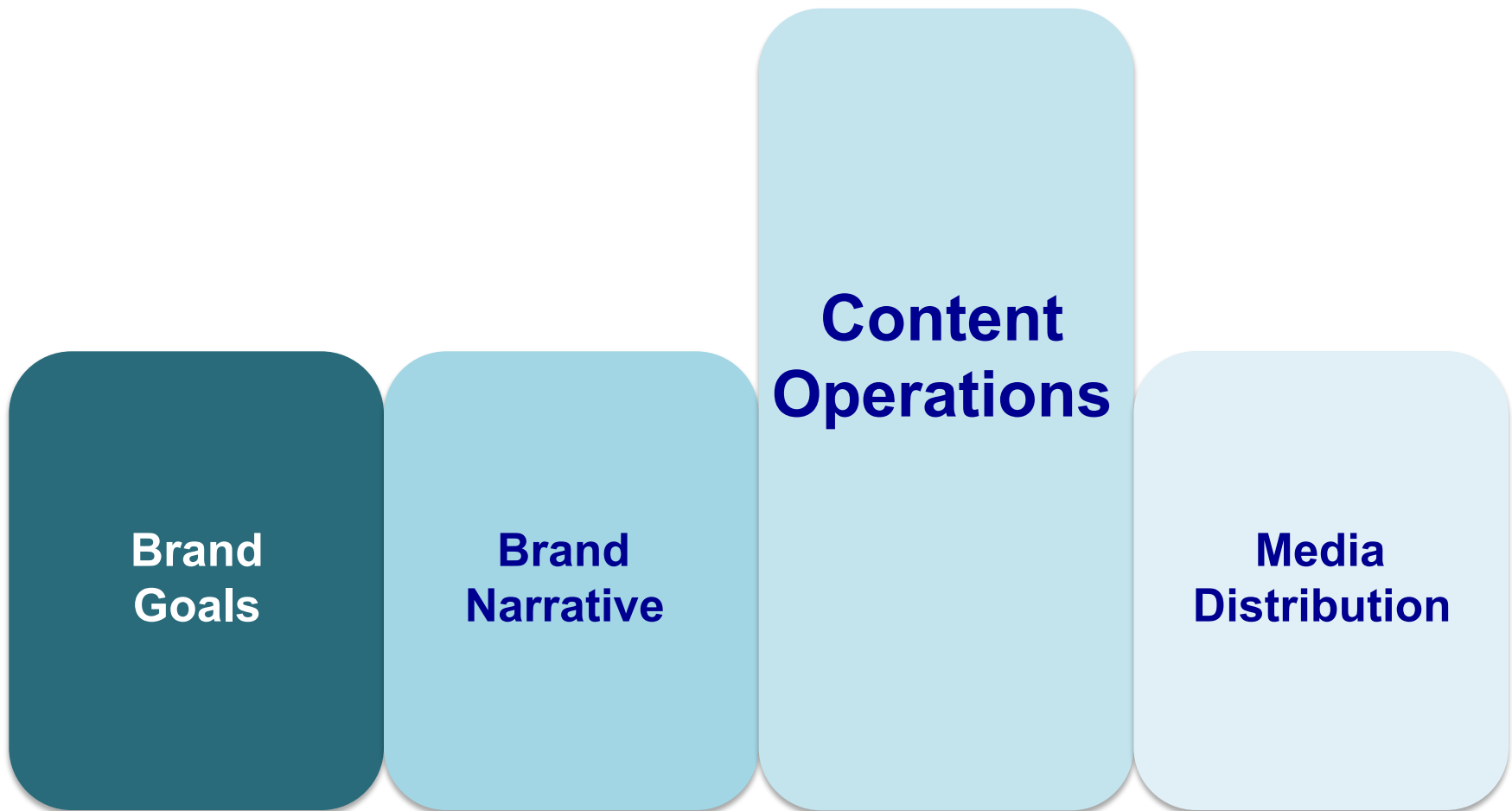
You must decide very early on what your specific content goals are. Are you trying to increase sales of a specific product or change perceptions about your brand? In either case, having documented goals that are aligned to your business/marketing goals and supported by your executive team is kind of important.

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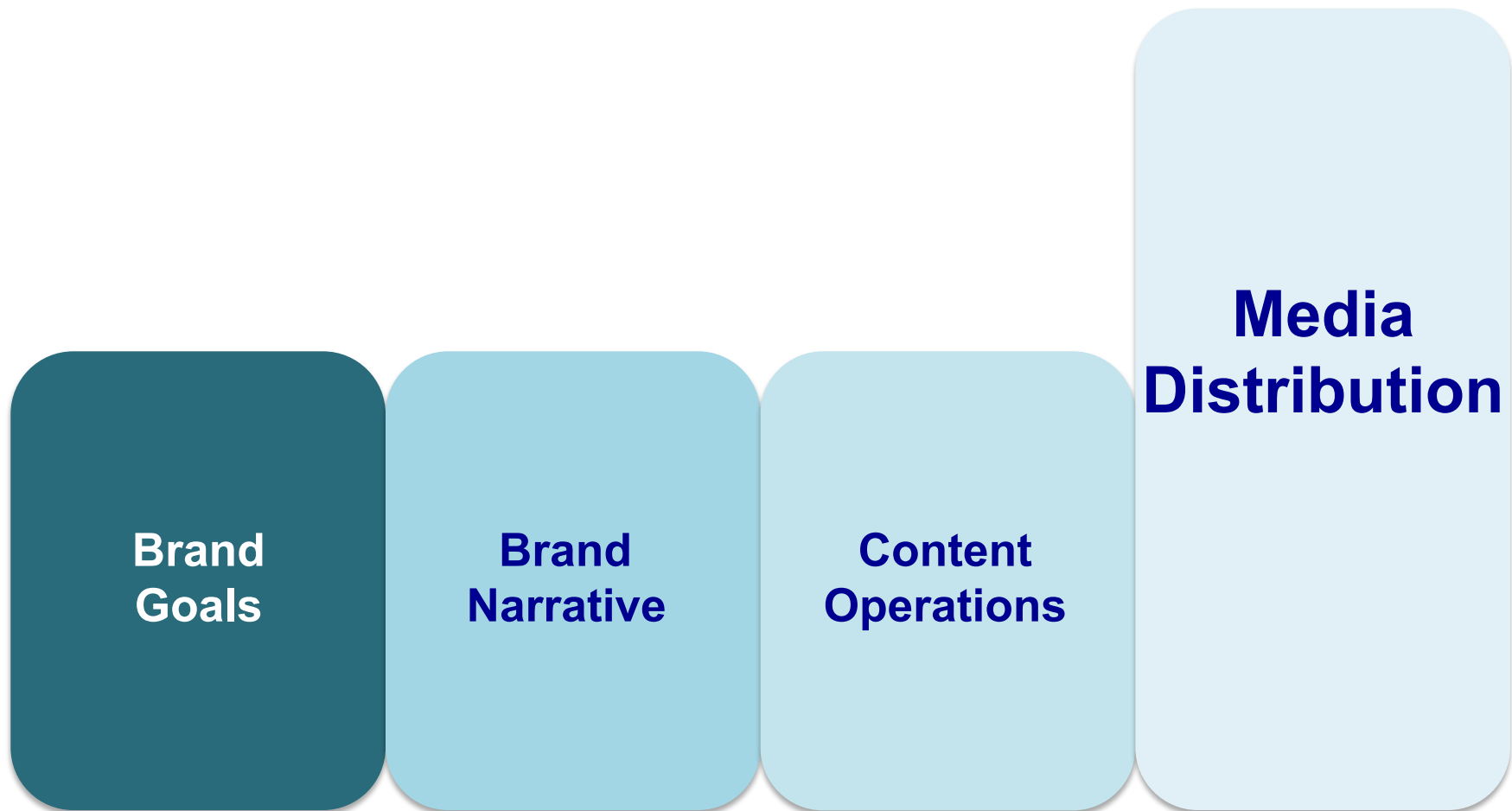
The narrative exercise should be done early on and consider several factors – brand positioning, audience interests and affinities, media/community perceptions of the brand, historical content performance and search. From there, a good narrative coupled with your storytelling principles will blossom in a way that breaks through the clutter and actually changes customer behavior.

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Successful storytelling requires a significant amount of operations in order to actually work. Establishing a content supply chain (workflows that facilitate content ideation, creation, approval and distribution) are needed to build consistencies in brand storytelling and controls to avoid inconsistencies. Identifying roles and responsibilities, internally, are also important especially if you are mobilizing employees to help tell the brand story. Also, building customer brand advocacy programs is a smart thing to do and requires an investment into a technology platform.

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Consumers need to interact with your content 3 – 5 times before they actually believe it. And, when you consider the fact that there is a content/media surplus and consumers have an attention deficit, you can understand how difficult it may be to reach them and then make an impact. You must prioritize your storytelling principles and content and then map them specifically to various digital channels. It's also important to deploy converged media models (the integration of paid, earned, shared and owned media) simply by promoting relevant/resonant content on social media. Lastly, you will need to make a strategic decision to launch a real-time command center operation that will allow you to capitalize on what's trending in the news cycle and reach new audiences with real-time content.