

CONTENT CREATION - PLAN OF ATTACK

What type of content do you need? What is the business objective of the content?

Who is the content for? Who are the key audiences?

What are their biggest challenges or business pain points?

What is the key message of the content? What do you want people to learn?

What keywords, topics and trends will help hook your audience to your content?

**What stage of the B2B Buying Process is your content addressing?
(Awareness/Interest/Discovery/Action/Evaluation)
What impact could this have on your choice of format?**

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What tone of voice is best to address your target audiences? How will this work with your current brand guidelines?

What does success look like for you content goals? How will you measure it?

Do you require any research? If so, what's your methodology? Will it be conducted in-house or outsourced?

Who's going to produce the content?

What resources are required? (Internal manpower and time/external cost...etc)

Timescales/deadlines (Creation, proofing process, publishing dates...etc)