

# 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)**