

YOUR CONTENT STRATEGY ROADMAP

PHASE 1: DISCOVERY & PLANNING

- Define your brand voice and values
- Identify target audience demographics
- Research competitor content
- Set SMART goals for your content
- Choose primary content platforms

PHASE 2: CONTENT FOUNDATIONS

- Create your content pillars
- Develop posting schedule
- Plan content themes
- Build content bank
- Set up a content calendar

PHASE 3: CREATION & IMPLEMENTATION

- Establish visual brand guidelines
- Create content templates
- Plan engagement strategy
- Set up scheduling tools
- Create hashtag lists

PHASE 4: MEASUREMENT & OPTIMISATION

- Track key metrics
- Monitor engagement rates
- Review analytics monthly
- Adjust strategy as needed
- Document successful content

BONUS TIPS:

- Best times to post
- Platform-specific image sizes
 - Content batching guide
- Engagement boosting tricks
- Analytics tracking template

