Strategic Framework for Content Planning

INPUTS

Business Needs

- New products
- New marketing campaigns

Content audit

Content calendar

Industry insights

Competitive trends

Analytics and metrics reports

- Web analytics
- Internal / Operational

New ideas from project teams

User inputs

- User behavior

Quarterly or monthly content

Governance team & content strategy

Participants:

- Executive sponsor
 - Governance members
 - Content strategists

Prioritized content areas, such as: New content creation

- Content archival
- Metrics definition

Goals & high level objectives

Content stakeholders & sponsor(s) identified

Planning teams alerted of new focus areas

Updated content calendar

OUTPUTS

MEETING

avenue