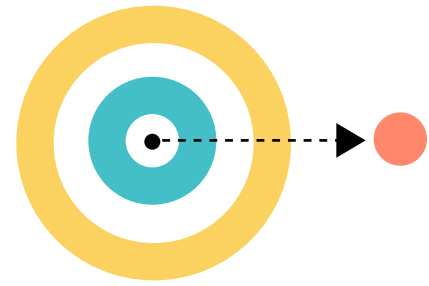
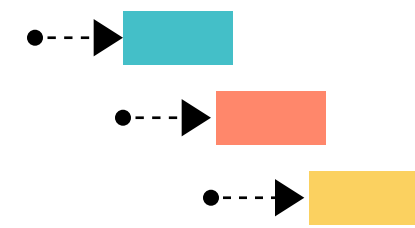


Content Strategy Deliverables



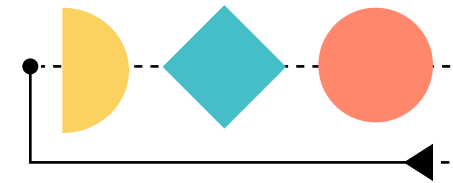
Content Discovery

- Stakeholder Interview Findings
- Competitive Audit Findings
- User Research Findings
- Content Inventories
- Content Audits
- Content Gap Analysis



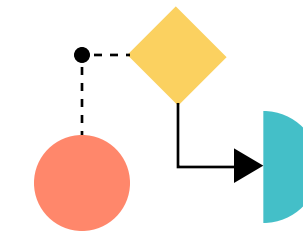
Implementation

- Content
 - Text
 - Images
 - Video
 - Etc. (artifacts, behind-the-scene files)
 - Social
- Metadata & Tagging
 - Metadata Schemas
 - Tagging Guidelines
- Technical Implementation
 - Term Mappings
 - Migration Strategy
 - Content Models
 - Content Matrix & Content Maps
 - Permissions/Security Models



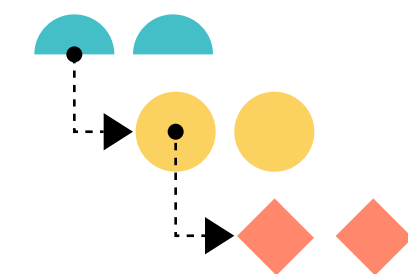
Content Maintenance

- Workflows
 - Publication Workflows
 - User Role Definitions
 - Module/Template Creation Workflows
 - Governance Workflows
- Governance
 - Governance Guidelines
 - Governance Team: Roles & Responsibilities
- Analytics Review
 - Analytics Dashboards
 - Content Taxonomy Gap Analysis



Content Planning & Strategy

- Content Planning
 - Globalization & Location Strategy
 - Social Strategy
 - Editorial Strategy
 - Personalization Strategy
 - Site Map Inputs
- Content Strategy Frameworks
 - Content Analysis Findings
 - Content Strategy Roadmap
 - Content Strategy Brief (Storytelling)
- Analytics
 - Recommended OKRs, KPIs
 - Recommended Metrics



Content, Taxonomy Design

- Classification
 - Taxonomy Education Presentations
 - Heuristic Evaluations
 - Taxonomy (Remediation Recommendations)
 - Taxonomy (New)
 - Taxonomy Design & Validation
 - Card Sorting
 - Tree Testing
 - Interviews
- Content Preparation
 - Content Calendar & Production Plan
 - Content Style Guide (Voice & Tone)
 - Copy Deck Template
 - Content Briefs
 - Authoring Guides