

Lindsay Dayton LaShell

Turning Your Strategic Assets into an Actionable Content Plan



Diamond & Branch
MARKETING GROUP

In support of: inewssource.org



inewssource.org



AGENDA

1. Strategic assets
2. Planning tool
3. Considerations
3. Real life



ALL content planning should consider:

- Who are you talking to?
- Where are they in their journey?
- Which message you use will move them along?
- What action do you want them to take as a result?



Strategic asset inventory

- Marketing personas
- Buyer journeys
- Core messages
- Goals or KPIs

Q U E S T I O N

1

Who are you talking to?

Marketing Personas



NAME

Leia Organa
Princess

"Darth Vader destroyed Alderaan (my home planet), and is taking over The Galaxy. I will not sit still for this! I need to defeat him. But how?!"

If only there was a way to destroy the Death Star and defeat the Empire once and for all..."

QUOTE

#KEYWORD

Bold

Leader

Courageous

AGE

21

TECH-SAVVY

* because she's from the future

5

/ 5

FRUSTRATION(S)

The Empire destroyed her home planet

She doesn't know how to destroy the Death Star

GOAL(S)

To defeat the Empire
To restore democracy within the Galactic senate

from: melewi.net



To make personas actionable, they must answer these questions:

- What are their digital habits?
- What problem do they need to solve?
- Why would they **not** choose your organization to solve it?
- Why are you the uniquely **perfect** solution to their problem?

Q U E S T I O N

2

**Where are they in their
journey?**

Marketing Funnel

AWARENESS

CONSIDERATION

ACTION

RETENTION

Buyer's Journey

Who are you?
What do you do?

Do you offer what I need?
Can I trust you?

What should I expect?
How do I get started?

Are you meeting expectations?
Would I recommend you?



To make your funnel actionable, it should:

- Be custom for each target persona
- Include their questions, and your answers
- Consider how channel and journey work together

Q U E S T I O N

3

**Which message will you use
to move them along?**

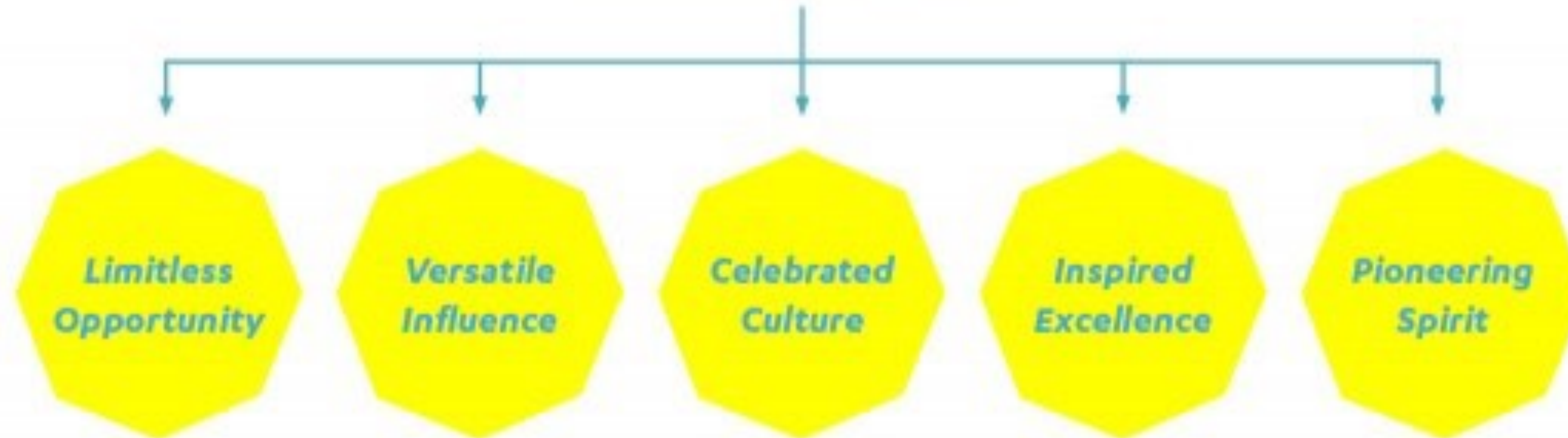
UCLA BRAND STRATEGY

EDUCATION

RESEARCH

SERVICE

BRAND PILLARS





To make your core messages actionable, they must be:

- Limited in number
- Authentic and evidence-based
- Meaningful to your audience

Q U E S T I O N

4

**What action do you want
them to take?**



To make your marketing goals actionable, they must be:

- Measurable

And also...

- Strategically-informed
- Clearly identified
- Relevant to business goals



Strategic asset inventory

- Marketing personas
- Buyer journeys
- Core messages
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CONTENT PLANNING TOOL



Strategy into Action: Content Planning

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1 Q

+ ≡ Rules Planning

Strategy into Action: Content Planning

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	A	B	C	D
1	Key Message: VALUES IN ACTION	Target Personas	Journey	
2	Excellence in our work	Lisa E (current client)	TOFU	
3	Using our powers for good	Kelley C (client prospect)	MOFU	
4	Equity, diversity, inclusion and connection	Rand F (industry influencer)	BOFU	
5		Luis L (employee prospect)	RETAIN	
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				

Rules Planning

	A	B	C	D	E
1	Topic Idea	Persona	Journey	Message	Action
3	T.I Field Trip	Luis I. (employee prospect) ▼	TOEFL ▼	Equity, diversity, inclusion and con... ▼	Follow us



ALL content planning includes:

- Topic
- Persona
- Journey Stage
- Message
- Action



You might also want to include:

- Target keywords
- Delivery deadlines
- Editor/supervisor
- Secondary persona/journey
- Topic reference links
- Publication channel
- Promotion partners
- Seasonal relevance/evergreen
- Links to design or image files



CONSIDERATIONS



Do you have specific metrics you want to move?

- Inlinks
- Followers
- Leads
- Shares



Do you have gaps in your journey?

Common problems:

- Lots of BOFU, little or no TOFU
- Lots of FU, no RETAIN



Do you have gaps in your messaging?

- Unequal representation



Do you have external forces influencing content?

- Timing related to news or events
- Stakeholder demands
- Writer availability

S T E P

1

Determine your priority

WHY ARE WE WRITING THIS PIECE?

- Incite action
- Address journey
- Reinforce messages
- Accomodate demands

S T E P

2

Identify your persona



WHO ARE WE WRITING IT FOR?

- Leads
- Prospects
- Customers
- Employees

S T E P

3

Fill in the rest

Examples

Strategy into Action: Content Planning

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	A	B	C	D	E
1	Topic Idea	Persona	Journey	Message	Action
2	New Client: Welcoming SD	Kelley C (client prospect) ▼	TOFU ▼	Using our powers for good ▼	
3	TJ Field Trip	Luis L (employee prospect) ▼	TOFU ▼	Equity, diversity, inclusion and con ▼	Follow us
4	Powers for good	Kelley C (client prospect) ▼	TOFU ▼	Using our powers for good ▼	Visit B4G
5	Planning part 1	Rand F (industry influencer) ▼	TOFU ▼	Excellence in our work ▼	Follow LDL
6	New Client: Tides	Kelley C (client prospect) ▼	MOFU ▼	Excellence in our work ▼	Request strategy
7	Girls in Tech	Lisa E (current client) ▼	RETAIN ▼	Equity, diversity, inclusion and con ▼	Follow us
8	Planning part 2	Rand F (industry influencer) ▼	TOFU ▼	Excellence in our work ▼	Share
9	Social media tools	Kelley C (client prospect) ▼	MOFU ▼	Excellence in our work ▼	Follow us
10	SD Startup Week	Kelley C (client prospect) ▼	MOFU ▼	Equity, diversity, inclusion and con ▼	Buy tickets
11	Measurement tools	Lisa E (current client) ▼	RETAIN ▼	Excellence in our work ▼	KPI questions
12	Planning part 3	Rand F (industry influencer) ▼	TOFU ▼	Excellence in our work ▼	Share
13	Seerfest Review	Kelley C (client prospect) ▼			
14					

Examples

Strategy into Action: Content Planning SHARE

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Examples

Strategy into Action: Content Planning ☆ SHARE

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14					



THE ESSENTIAL PARTS OF THE CONTENT PLAN:

- Audience
- Journey phase
- Message
- Action
- Topic



REAL LIFE



Step 1: Determine your priority

	A	B	C	D	E	F
1	Topic Idea	Persona	Journey	Message	Action	Author
13	Seerfest Review	▼	▼	▼		JT
14		▼	▼	▼		

Step 2: Identify your persona

	A	B	C	D	E	F
1	Topic Idea	Persona	Journey	Message	Action	Author
13	Seerfest Review	Kelley C (client prospect) ▼	▼	▼		JT
14		▼	▼	▼		

Step 3: Fill in the rest

	A	B	C	D	E	F
1	Topic Idea	Persona	Journey	Message	Action	Author
13	Seerfest Review	Kelley C (client prospect) ▼	MOFU ▼	Using our powers for good ▼	Subscribe	JT
14		▼	▼	▼		





Your content planning spreadsheet is here: bit.ly/strategy-into-action

1. Review this deck, if needed
2. Complete your strategic assets
3. Make a copy of the spreadsheet for yourself
4. Fill out Rules tab
5. Get busy planning strategically informed, super-motivating, user-focused content!



**THANK
YOU!**

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[@LindsayDayton](#) or [@DandBMG](#)
bit.ly/strategy-into-action