



BackPocket
AGENCY

Future-proof Your Content Investment

A successful content marketing strategy
is key to forming lasting connections
beyond your product or service.

Table of Contents

- 05** Why You Need a Content Marketing Strategy
- 06** Components of a Content Strategy
- 07** Goals and Objectives
- 08** Target Audience and Persona Research
- 10** Content Audit
- 12** Competitive Analysis
- 13** Content Distribution and Channel Plan
- 14** Content Framework and Governance
- 17** Measurement Framework
- 18** Case Study
- 21** Ready to Future-proof Your Content Strategy?

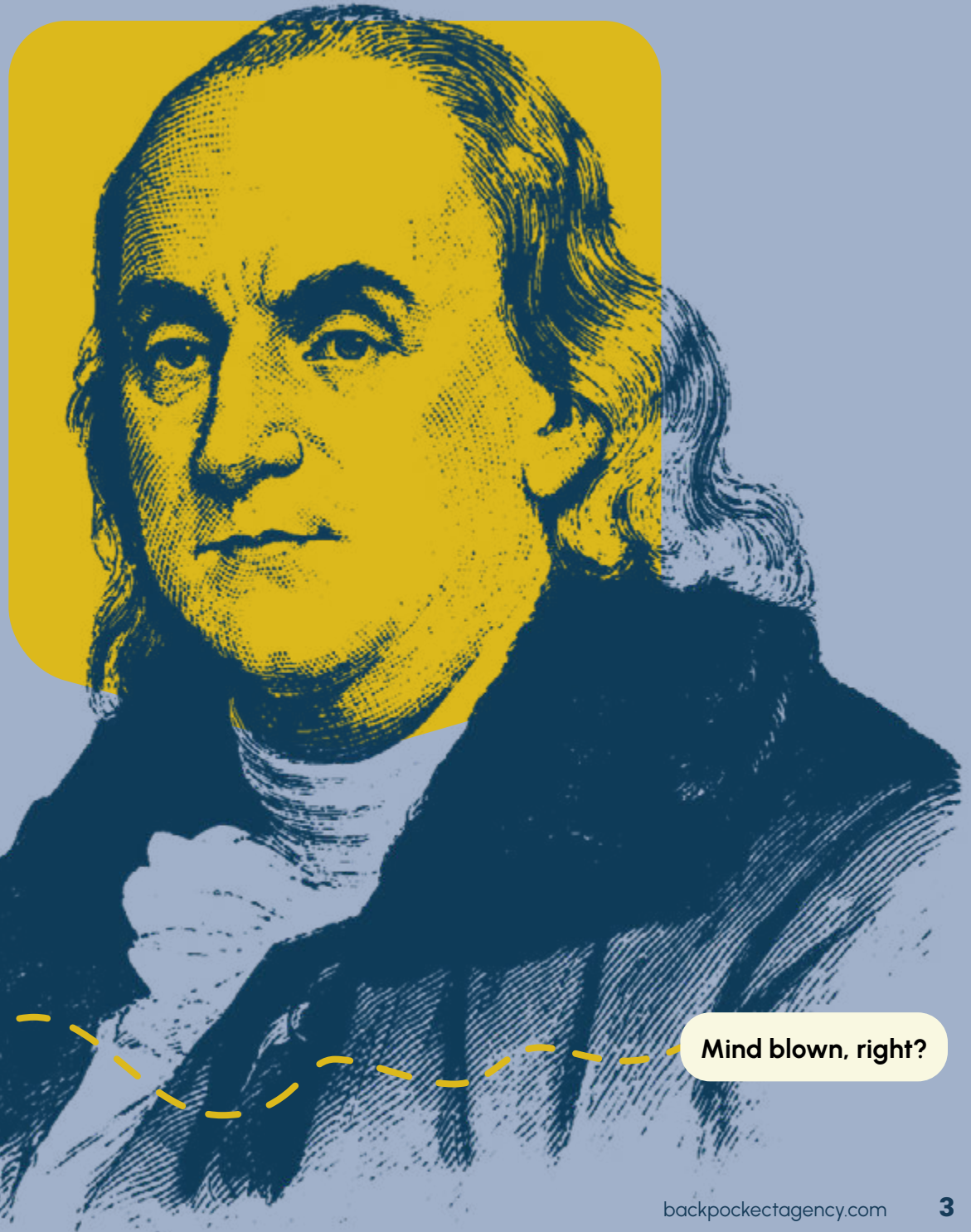
Joe Stella | CEO/Co-Founder | jstella@backpocketagency.com | 713-799-0110

Content marketing, in one form or another, has been around since the dawn of business itself.

Even before it had a name, **brands used storytelling to captivate audiences** and showcase their products.

In fact, **some trace it all the way back to 1732 when Benjamin Franklin** first published the yearly *Poor Richard's Almanack* to promote his printing business.

Mind blown, right?



The current marketing landscape would be unrecognizable to Benjamin Franklin, but the concepts remain the same. Content is — and always has been — the bridge between a brand and its customers. A successful content marketing strategy is built to form lasting connections beyond your product or service. The right content can invite customers and clients into your world and make them feel like a part of something bigger.

There was a time when simply publishing content was enough to stand out. Who doesn't remember starting company blogs in 2010? But in today's saturated, digital landscape, creating content without a strategy is like shouting into a void. It's not just about creating — it's about creating with purpose.

In this guide, we'll walk you through every aspect of future-proofing your content investment with a sound content marketing strategy. Whether you're looking to refine what you already have, identify gaps and opportunities, or simply gain a deeper understanding of how it all works, this guide is the perfect place to start.



Why You Need a Content Marketing Strategy

In its simplest form, a content marketing strategy is a plan that aligns content efforts with your overall business goals. The strategy will give direction on how your organization creates, distributes, and manages content to attract, engage, and convert a specific audience. It'll also set key standards to track progress and gauge success.

Content marketing plays a critical role in your brand. Whether or not you're actively

setting a strategy, the online content your brand produces is telling a story. But is your content telling the right story to the right people? Content marketing strategy, enter stage left.

The right strategy can answer your audience's questions, but if you're creating content without clear direction, it's like expecting a ship without a captain to magically make it to port. It's possible you float toward land every once in a while, but more or less, you're floating aimlessly.

In a nutshell, having a content marketing strategy can benefit your brand by:

- Increasing brand awareness and establishing authority and credibility.
- Building audience trust and providing value without directly selling.
- Driving organic traffic by meeting your audience where they're seeking answers.
- Generating leads and nurturing conversions through the sales funnel.
- Enhancing customer loyalty by providing a way to engage beyond your product.
- Telling a consistent, compelling story across all channels.

MARKETING

VS

CONTENT MARKETING

- ✓ Promoting products and services to drive sales
- ✓ Direct promotion and advertising
- ✓ Advertising, email campaigns, promotions, sales pitches, paid research
- ✓ Immediate conversion and sales
- ✓ Pushes messages to audience

- ✓ Creating and sharing valuable content to attract and retain an audience
- ✓ Education, informing, engaging
- ✓ Blogs, videos, social content, podcasts, whitepapers, e-newsletters
- ✓ Awareness, thought leadership, lead generation, and conversion
- ✓ Pulls in audience with relevant content

Components of a Content Strategy

If you're learning how to build a content marketing strategy, you want to start by understanding the steps and components involved. Here, we'll break down each and share key tips to develop them for your own brand.

- 1 Goals and Objectives
- 2 Target Audience and Persona Research
- 3 Content Audit
- 4 Competitive Analysis
- 5 Content Distribution and Channel Plan
- 6 Content Framework and Governance
- 7 Measurement Framework

Goals and Objectives

Clearly defined goals and objectives not only provide key targets, but they also drive buy-in and understanding for your whole team, from leadership to sales and marketing.

Use SMART Objectives

SMART stands for: specific, measurable, achievable, relevant, and time-bound. Using this method ensures that you're setting objectives that will be useful in the performance analysis phase.

Here's an example of what the SMART model could look like:

YOUR GOAL: IMPROVE BLOG CONVERSION RATES				
S Specific: Increase conversion rates on blog calls to action (CTAs).	M Measurable: Boost CTA click-through rate from 2% to 4%.	A Achievable: We will optimize CTA placement, A/B test copy, and add urgency triggers.	R Relevant: Higher conversion rates mean better ROI on content.	T Time-bound: See this increase within four months by A/B testing CTA placement and copy.

SMART OBJECTIVE:

Increase blog CTA click-through rates from 2% to 4% within four months by A/B testing CTA placement and copy.

With specific goals and objectives defined, you'll be in a better position to not only set your strategy, but optimize it over time.

Target Audience and Persona Research

A deep understanding of your audience is the foundation for impactful and relevant content. It's easy to assume you already know your audience, but interests and behaviors evolve over time. Regular research ensures you stay aligned with their needs.

Building accurate personas requires in-depth audience research to uncover their pain points, motivations, and behaviors. At a minimum, audience personas should document the basics:

- **Demographics:** Age, gender, location, income, and education.
- **Psychographics:** Interests, pain points, and motivations.
- **Behavioral insights:** Buying habits and content consumption preferences.
- **Buyer journey stage:** Awareness, consideration, and decision.

6 DETAILS

TO INCLUDE IN YOUR PERSONAS



How to Conduct In-depth Audience Research

Casting a wide and deep research net ensures you can craft a content marketing strategy that genuinely resonates with your target audience. This research serves as the foundation for content ideas, topic selection, distribution strategies, and overall messaging.

Consider incorporating all or at least some of the following research methods:

- **Website content analysis:** Review traffic, engagement, and conversion data to identify high-performing content topics to understand interests and pain points.
- **First-party data:** Analyze CRM data, email engagement, and Google Search Console to understand how users interact with your brand and what content resonates most.
- **Third-party research:** Use reports, studies, and external data sources to identify broader industry trends, competitive benchmarks, and audience behaviors.
- **Social listening:** Monitor conversations across social media, forums, and review sites to understand audience opinions, emerging topics, and brand perception.
- **Competitor analysis:** Analyze competitor content strategies, keyword rankings, and audience engagement to uncover strengths, weaknesses, and areas where you can differentiate.
- **Focus groups and surveys:** Gather direct insights through interviews, surveys, and discussions to understand customer motivations, pain points, and preferences.
- **Customer support data:** Review common inquiries, complaints, and feedback from support tickets, chat logs, and reviews to identify recurring challenges.
- **Search intent and SEO analysis:** Examine search queries, autocomplete suggestions, and SERP features to understand what your audience is actively looking for.

Content Audit

A content audit can help you determine what's working, what's not, and where gaps exist. Here are four steps to get started.

1 Define Your Content Audit Goals

Start by setting clear goals for your content audit. What story do you want your data to tell?

Your overall goals will drive what metrics matter most.

For example:

- **Timeframe:** How frequently do you update content?
- **Brand alignment:** Does your design and editorial style meet your brand standards?
- **Audience and reach:** Are you hitting the right people with the right message?
- **ROI:** Even anecdotal wins count.
- **SEO performance:** How do your keywords, metadata, and rankings hold up?
- **Effectiveness:** Does your content fit into your marketing funnel and support your overall business objectives?

2 Identify and Document the Content You Have

Next, take stock of the content you have across every channel. This can include:

- Website and blog content
- Print content such as magazines and newsletters
- Email content, including e-newsletters and automated emails
- Video content on channels like YouTube
- Social media content

3 Analyze Content Performance and Quality

Once you start your content audit, you'll likely quickly notice high-level trends about your content. Some topics are covered exhaustively while others are neglected. You might recognize that podcast production wanes in the summer or that social media posts only go out in the morning. You'll also start noticing what content is performing well and what is sinking.

While these broad insights are handy, you'll also want to dive into specifics by leaning on your identified goals. For example, if your overall goal is to increase member retention through content, your audit might focus on assessing:

- Bounce rate and page views per session for your blog to understand how engaged members are with your current content.
- Click-through rates for your e-newsletter to understand if email content is resonating with your members.
- Participation in member-only content, like webinars, to understand if current exclusive content is effective.
- Page views, bounce rates, and time on page to understand overall engagement with your organization.
- Engagement metrics for conference content to understand if live events are driving content engagement.

4 Create an Action Plan

Now it's time to make some difficult calls and decide what stays, what goes, and what gets reworked:

- **Keep and amplify:** If specific content types or content channels are performing well and are on brand, look for ways to further enhance them, re-promote, or feature them again — or think about ways to repurpose them on other channels.
- **Refresh and optimize:** If content performance is inconsistent, but you know your audience values a particular channel, look for ways to test different topics, content types, or frequency.
- **Cut and replace:** If a certain content channel is no longer relevant to your audience and you don't have the bandwidth to publish frequently there, it might be time to let that channel go and instead focus on other higher-performing channels.



Download our free content audit template at bit.ly/4k95eWF.



Competitive Analysis

Looking outside your own organization to audit competitor content can help you identify ways to differentiate as you build out your strategy.

Start your competitive analysis by identifying 5–6 of your top competitors and documenting all of the channels in which they are delivering content. That might include their website/blog, e-newsletters, videos on channels like YouTube, social media platforms, podcasts, and print magazines or newsletters.

Consider the types of content they produce, the platforms they prioritize, and the engagement they receive. This insight will help you differentiate your brand, capitalize on unique strengths, and refine your approach to content marketing.

HERE ARE SOME QUESTIONS ...

Use these to analyze competitors' content efforts and how they are reaching your audience:

- Is there a gap in the channels my competitors are using to reach their audience, and is there an opportunity for me to fill that gap?
- With the metrics I can see from my competitors, which types of content or topics get the most engagement?
- What are the common customer pain points or questions that competitors' content addresses?
- Are my competitors neglecting a certain audience segment that I can target?
- What is the unique differentiator for each competitor, and what should mine be?
- Are competitors addressing the full buyer journey with content, or are they focused primarily on conversion, for example?



Download our free competitive audit template at bit.ly/4k15QOF.



Content Distribution and Channel Plan

Developing a strategic content distribution and channel plan ensures your content reaches the right people at the right time.

Content distribution channels are the platforms and methods used to share and promote content to reach your target audience. These channels are typically categorized into three main types:

- **Owned Media (your platforms):** Any properties your organization owns and controls, such as your website, blog, e-newsletters, email, and social media profiles.
- **Earned Media (third-party coverage):** Organic coverage of your brand "earned" from third parties who share your content or cover your brand. This may include online reviews, forum mentions, shares of your content on social media, press coverage, or guest posts.
- **Paid Media (sponsored promotion):** Channels where your company pays to distribute your content. This may include pay-per-click (PPC) ads, display ads, paid social media, paid influencer content, or print ads.

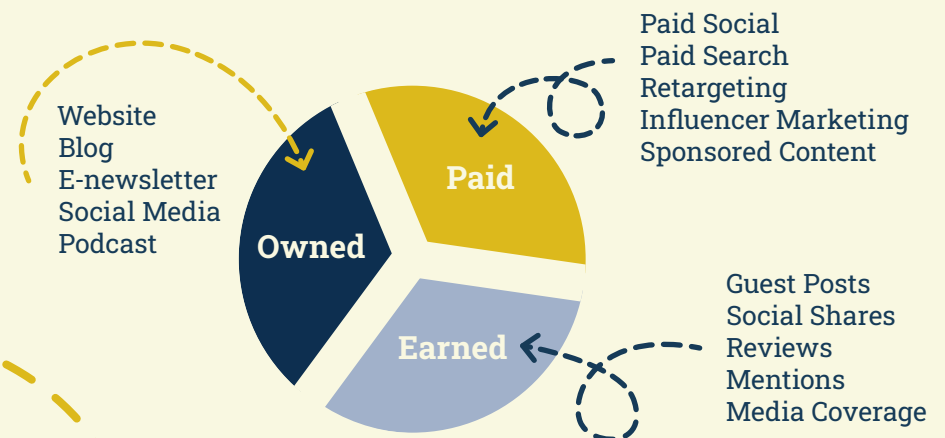
A strong distribution plan balances these channels by leveraging audience research to identify where your content will have the most impact. Avoid making assumptions or investing in a channel because it's the hot new thing. Let your audience data and insights be your guide.

Determining the Right Channel Mix

The truth is, you don't have to deliver content in every channel under the sun. For one, your audience may not be spending time on every channel. Secondly, you might not have the resources to effectively and consistently create content for every channel.

Ask these two questions to determine the right mix for your organization:

- 1 Is this a content channel that my audience is likely to engage with? Your audience research and content audit should have revealed where your current and desired audiences are engaging most.
- 2 Do I have the expertise and resources needed to create content for this channel regularly?



Content Framework and Governance

A content framework — also referred to as content governance — gives your content team a structured approach to planning, creating, distributing, and managing all your content. It acts as a repeatable process that outlines how content is developed and maintained over time.

In essence, your content framework puts your content strategy into action, producing all of that valuable content marketing. We've found that these steps and components are useful:

Set Clear Content Creation Guidelines

Content guidelines ensure each piece that is created is on-brand and fits within your goals. When writers, designers, social media teams, and producers are all on the same page from the start, the entire process becomes more efficient, collaborative, and ultimately more impactful.

Two tools can be helpful:

- 1

Style guide: Your guide should include grammar and style rules (i.e., AP style, exceptions to AP style), as well as brand-specific rules (i.e., use "team members," not "employees").
- 2

Voice and tone standards: Voice and tone guidelines should provide the characteristics you want to convey (i.e., friendly, clear, and concise) and examples of content created in that voice and tone. Helpful tip: Take it a step further and include characteristics that are the opposite of your brand voice so your team knows what to avoid.

OUR CONTENT VOICE IS	OUR CONTENT VOICE IS NOT
Professional yet approachable Trustworthy Informative Supportive and community driven	Casual or unprofessional Pushy and sale-sy Jargon-heavy Bureaucratic
<div>Not Our Voice "Hey real estate folks! Big news – the latest housing market report is out. Prices are wild, and you won't believe what's happening. Click here now to check it out!"</div> <div>Our Voice "The latest housing market report is here, offering key insights into home prices, inventory trends, and what to expect in the coming months. Whether you're a real estate professional or a homeowner, staying informed is crucial in today's dynamic market. Read the full report to gain a competitive edge."</div> <div>Not Our Voice "Join today! It's the best decision you'll ever make for your real estate career. Don't miss out!"</div> <div>Our Voice "Become a member of [association name] and gain access to exclusive industry nights, professional development opportunities, and a network of top real estate professionals. Join us in shaping the future of real estate."</div>	

Create a Standardized Content Brief Template

Another important resource is a standard content brief to provide to all content creators. Create a template that includes details such as:

- Overall topic
- Intended target audience segment(s)
- Desired primary and secondary keywords
- Messaging points you want included
- Messaging points to avoid
- Where the content will be published or promoted
- Desired call-to-action

Define a Clear Content Roadmap

Understanding audience or buyer journeys is crucial for tracking how potential customers transition from initial awareness to making a purchase decision. You can pinpoint audience needs, challenges, and motivations by outlining the distinct phases — awareness, consideration, and conversion — at every stage.

This allows for developing precise messaging and strategic initiatives that effectively tackle pain points, emphasize key value propositions, and foster trust. The roadmap should align content types to each stage of the buyer journey, ensuring that content supports prospects through their decision-making process.

CONTENT BRIEF TEMPLATE

What you are creating

Content type

Topic

Word count/length

What it's for

Channel

Audience

Tone

What it's about

Objective

Key points

Keyword(s) or phrases
(if applicable)

Call to action

CONTENT ROADMAP

Awareness

Educational blogs,
infographics, social
media campaign,
webinars

Consideration

Case studies, product
comparisons, email
nurturing campaigns

Conversion

Free trials, video
demos, consultations

Set a Governance and Collaboration Process

Governance processes ensure consistency, quality, and alignment with organizational goals. Key elements include:

- **Content planning and workflow management.** Tools like content calendars and buyer stage mapping tools ensure strategic content development.
- **Approval and review processes.** To avoid confusion and enhance accountability, designate clear roles and responsibilities for team members. A RACI matrix (responsible, accountable, consulted, informed) is a powerful tool for clarifying roles and responsibilities.
- **Cross-functional collaboration.** Align marketing, sales, and leadership teams to create cohesive messaging and improve content impact.
- **Content performance review.** Regularly assess content effectiveness and make adjustments based on performance insights.

GOVERNANCE AND COLLABORATION					
Task	Marketing team member	Marketing team leader	Executive leader	Education team member	Sales team member
Content planning	R	A	I	C	C
Content drafting	R	A	—	—	—
Initial review (branding & compliance)	A	R	—	—	—
Subject-matter review	A	I	—	R	R
Leadership approval	A	I	R	—	—
Publishing and distribution	R	A	I	I	I
Promotion	R	A	I	R	R
Performance and tracking	R	A	I	I	I

R: Responsible A: Accountable C: Consulted I: Informed

Set a Measurement Framework Based on your Documented Goals & Objectives

Tracking content performance can feel overwhelming, but focusing on the right metrics ensures you measure what truly matters. Without proper tracking, you won't know what's working, what's not, or how to improve your content over time.

Establish a content measurement framework to:

- Make data-driven decisions about what content to pursue next.
- Gain a rich picture of your target audience and how to attract them.
- Secure buy-in from your organization's senior leaders.
- Ensure your marketing efforts match your business's core goals.

Your content measurement framework should include key performance indicators (KPIs) — along with benchmarking data — guided by the goals and objectives identified in your content strategy.

Use tools like Google Analytics, Google Search Console, social media insights, and marketing automation platforms to monitor these KPIs and continuously optimize your content strategy based on real data.

Here are some examples of KPIs based on overall goals:



Source: The Content Marketing Institute's B2B Content Marketing Benchmarks, Budgets and Trends: Outlook for 2025

Goal	Drive brand awareness	Increase brand engagement	Grow your customer base
KPIs	Print impressions	Average time on blog pages	Form submissions
	Organic brand search queries	Pageviews per session on blog pages	Email sign-ups
	Blog page views	50% scroll depth rate	Conversion rate
	Blog page shares	Cross-site clicks	Account sign-ups
	E-newsletter open rate	Donations	Cross-sell completion
	Average podcast listening time	Event attendance	Free trial starts

CASE STUDY:

How PropertyTek Used a Content Strategy to Unify Its Brands

PropertyTek, a leader in property management technology acquisitions, faced a unique challenge: aligning the content and messaging of four distinct brands (TenantCloud, Tenant Turner, ShowMojo, and Rentler) into a cohesive strategy. To create consistency, clarity, and brand alignment, BackPocket helped them build a unified content marketing strategy that would strengthen their positioning and drive awareness.

We conducted a full content audit to assess existing materials, brand voice, and communication assets. From there, we developed a Content Strategy Playbook, a roadmap to guide PropertyTek's marketing team in content creation, messaging, and brand consistency across all four companies.



Key Components of the Strategy:

- **Audience segmentation and personas:** Ensuring content speaks directly to each target group.
- **Content pillars and voice guidelines:** Creating a unified brand voice across platforms.
- **Content roadmap:** Mapping content to the buyer journey for strategic engagement.
- **Channel strategy:** Optimizing content distribution across multiple platforms.
- **Governance & collaboration tools:** Standardizing processes for efficiency.
- **Content measurement strategy:** Defining metrics to track ROI and impact.

The Impact of Our Content Strategy

With this integrated content strategy, PropertyTek's marketing team now has a clear framework to:

- Align messaging, tone, and strategy across all four brands.
- Create proactive, buyer-focused content at every stage of the journey.
- Maximize existing resources while improving efficiency.
- Measure the value and ROI of content marketing efforts effectively.

“BackPocket is a true extension of our team. We can reach out for additional bandwidth, expertise, or strategic direction at a moment’s notice.”

—John Cimba, CEO, PropertyTek



Check out more client case studies at backpocketagency.com/case-studies.

Ready to Build Your Content Strategy?

Here are five quick tips to make sure what you create is future-proof.

1

Don't Skimp on Content Quality:

These days, we're inundated with AI-generated, generic content. Grab your audience's attention with content like well-researched blog posts, expert perspectives, customer stories, custom data, how-to guides, and videos.

2

Repurpose Content Across Distribution Channels:

For example, combine related blog posts into an e-book or guide that you can promote via email, or turn data-driven text-based content into short, snappy infographics to use on LinkedIn.

3

Be Consistent in Delivery:

Create a content calendar to ensure new blogs or email newsletters are distributed in a timely, predictable manner and maintain a consistent voice, tone, and style throughout every piece of content.

4

Optimize Regularly:

Analyze key metrics at least quarterly to spot trends and areas for improvement, conduct A/B testing for content formats, headlines, and calls to action, and adapt your strategy as needed.

5

Choose the Right Partner: An agency partner can provide services like content strategy, planning, and ongoing content creation. Working with an agency gives you instant access to content pros who know their stuff — from writing and editing to design to development.

Ready to Elevate Your Content Strategy?



At BackPocket Agency, we're more than just content creators — we're strategic partners committed to helping you achieve your marketing goals. With our comprehensive content strategy services, we'll guide you through every step of the process, ensuring that your content doesn't just exist but thrives. Let's build a strategy that turns engagement into action and action into results.



Schedule a complimentary 15-minute discovery session with our CEO Joe Stella to get started: bit.ly/4d0avxi.