

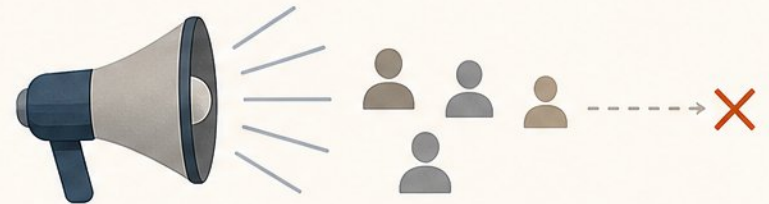
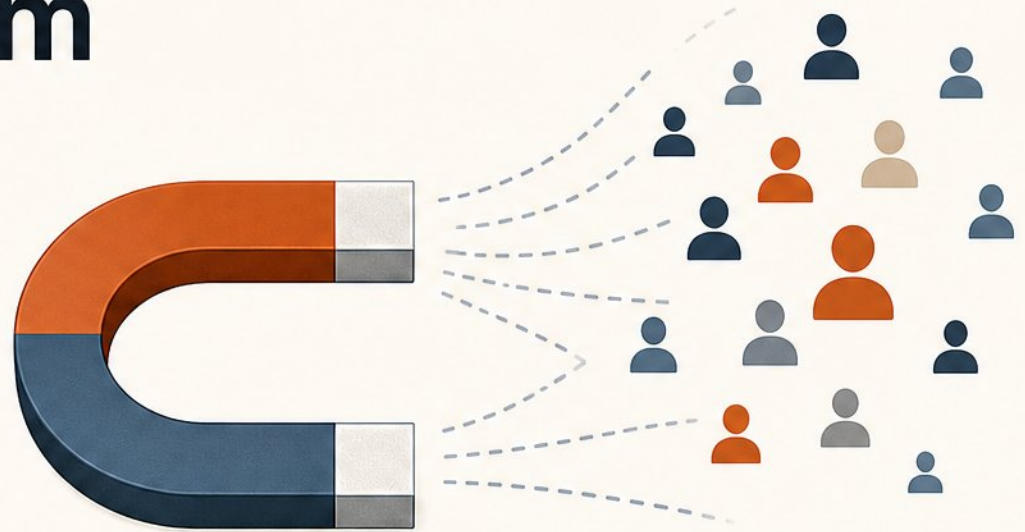
Content Marketing Strategies: Planning and Execution

- Covers audience research, content planning, production, distribution, and measurement
- For independent creators and teams building audience-driven content systems
- Strategy defines what and why; execution builds a repeatable system
- Outcome: design a full content system from audience insight to performance review



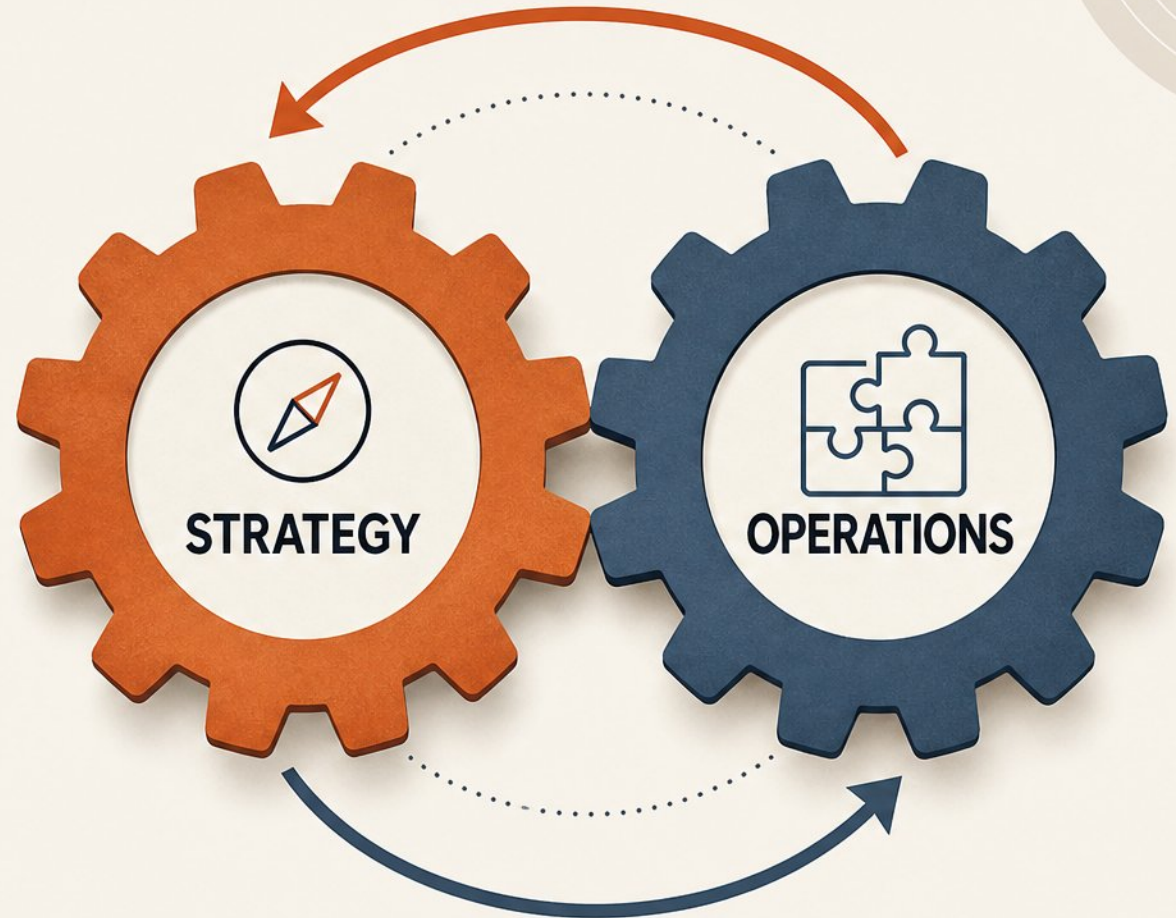
Why Content Marketing Needs a System

- Pull-based value, not interruption: useful content attracts, retains, and converts a defined audience
- Strategy is the decision layer; plan is the execution layer
- Most teams have a schedule without a strategy
- 2026 requires visibility across both search and AI answer engines
- Cycle: audience insight → content system → production → distribution → feedback → iteration



Strategy vs. Operations: The Two Layers of Content

- Strategy defines what, for whom, and why; operations defines how to deliver consistently
- Operations covers people, processes, technology, and governance — from brief to performance data
- Common failure: treating strategy and operations as sequential handoffs instead of a connected loop
- Without operations, strategy stays in a deck; without strategy, operations produce efficiently pointless content



Audience Research: Replacing Assumptions with Evidence



- Demographics tell you who; behavior reveals what, why, and how they speak



- Pair at least two methods: interviews, surveys, community listening, search intent analysis



- Apply multiple lenses—demographic, psychographic, behavioral, attitudinal



- Avoid single-method confidence; triangulate for accurate insights



- Document a living profile: personas, empathy maps, JTBD, and an anti-audience note



Evidence over assumptions.

Content Audit: Inventory, Score, and Act

- A content audit reveals what exists, what performs, and what is missing
- Workflow: build URL inventory, pull performance data, score quality, assign actions
- Use a structured action matrix: keep, update, merge, redirect, or remove
- Combine performance and quality scoring, not traffic alone



Content System Planning: Pillars and Topic Clusters



- Pillar page: broad topic overview; clusters cover subtopics in depth



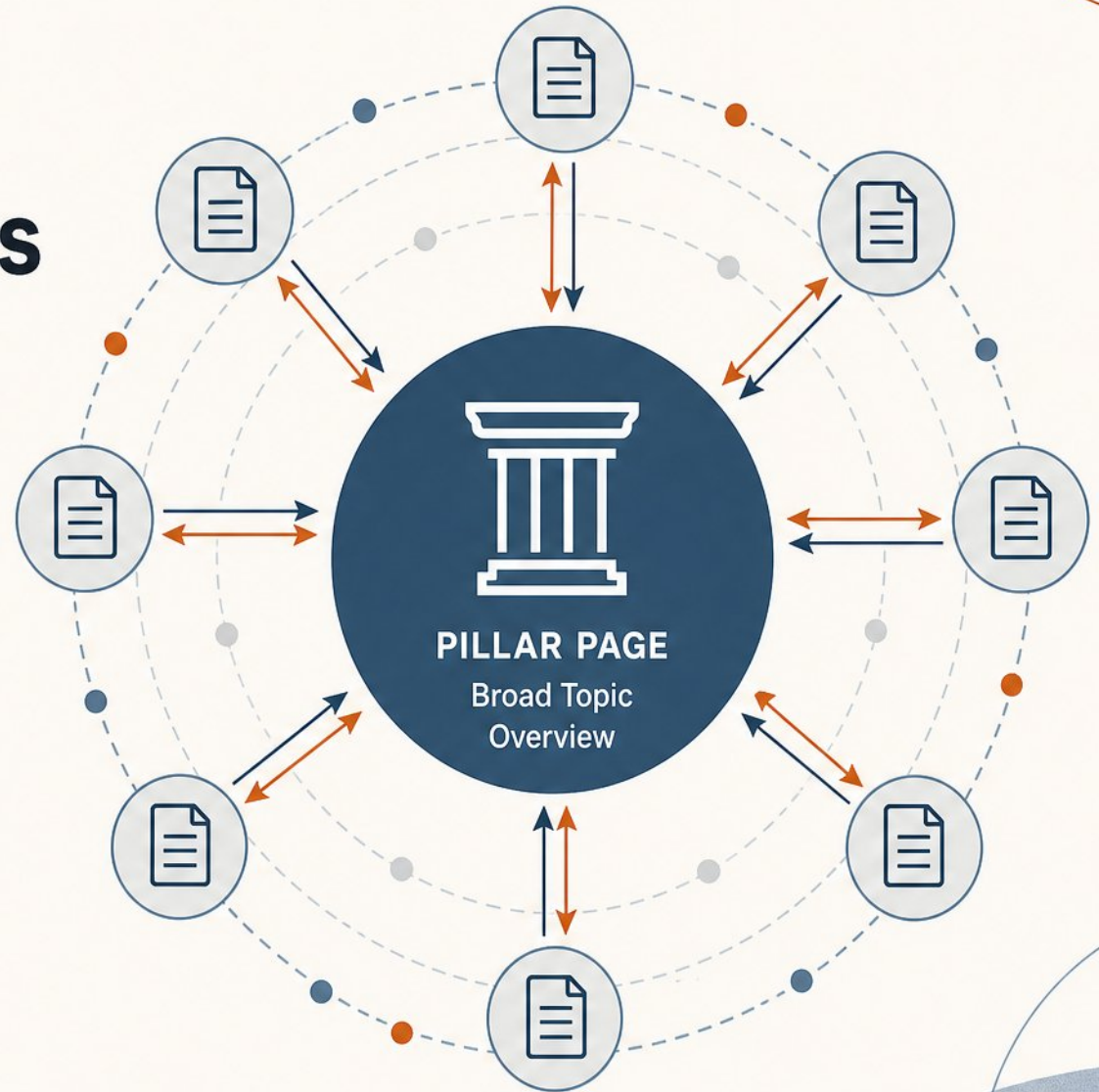
- Bidirectional linking builds topical authority and signals expertise



- Depth beats breadth: 5–15 cluster pages per pillar



- Select pillars balancing search volume, business value, and audience relevance



Building the Editorial Calendar and Setting Goals



- Editorial calendar turns strategy into action: formats, deadlines, channels, owners, cadence



- Goals must connect to business outcomes, not just publishing volume



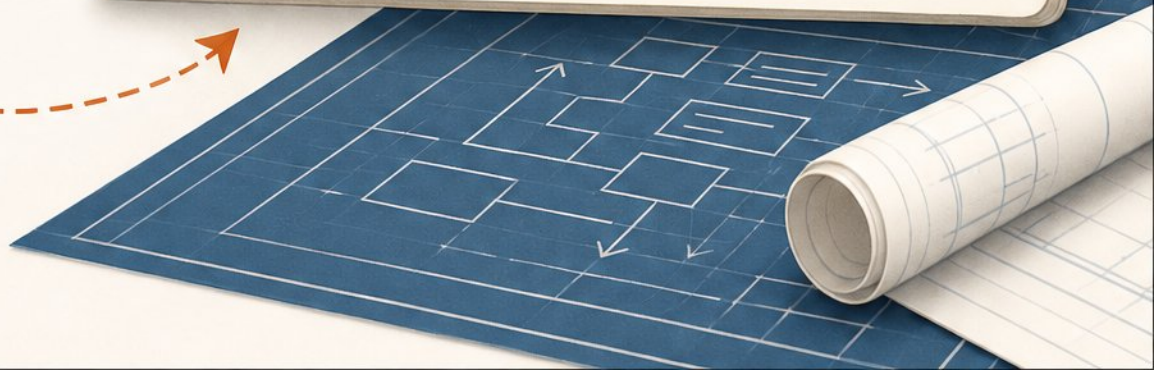
- Solo creators: choose a sustainable cadence; teams: define roles and parallel workflows



- Map every piece to funnel stages: awareness, consideration, decision, or retention



FORMAT	OWNER	CHANNEL	FUNNEL STAGE
			AWARENESS
			CONSIDERATION
			DECISION
			RETENTION
			AWARENESS



The Production Pipeline: From Brief to Publish



- Clear stages: topic validation, brief, draft, edit, SEO polish, review, publish, measure



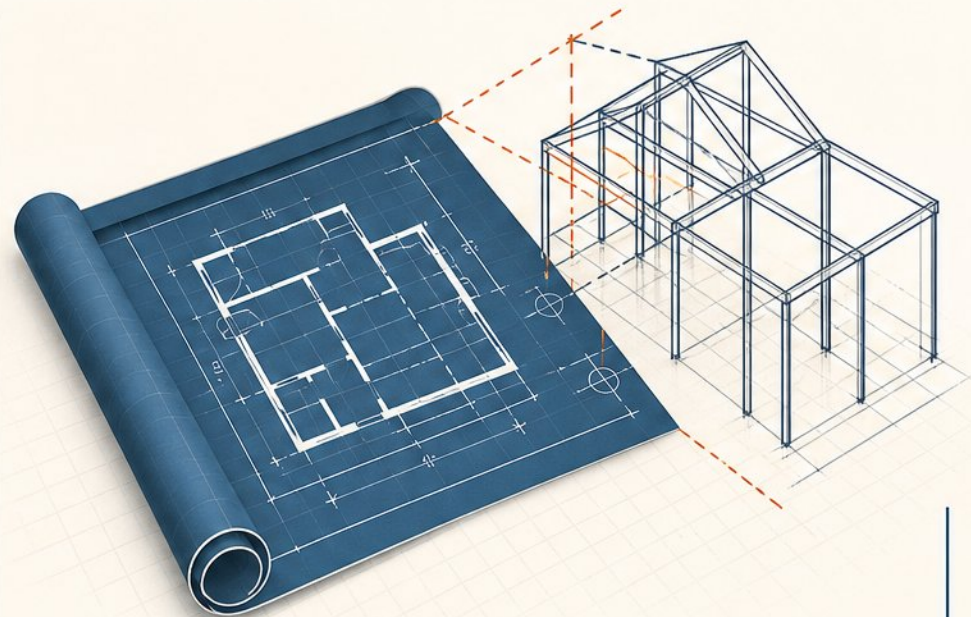
- A strong brief is the blueprint: audience, goal, angle, structure, sources, links, CTA



- Define ownership and 'done' at every handoff to prevent delays



- Separate drafting from editing; time-box approval as a named gate



Distribution and Repurposing: One Asset, Many Outcomes



Choose owned, earned, and paid channels where your audience pays attention



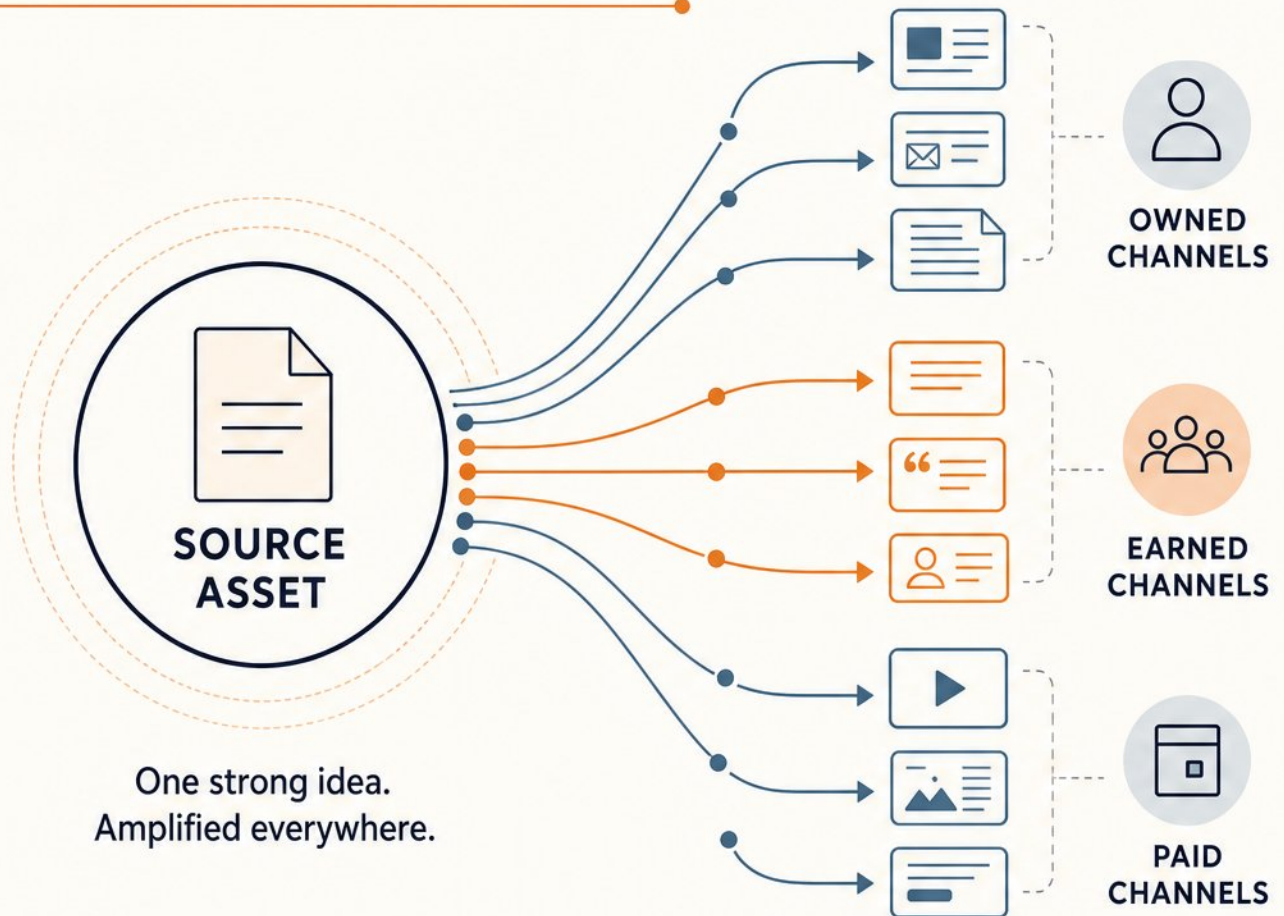
Repurposing means atomizing ideas, not copy-paste reposting



Adapt each asset natively to each platform's conventions



Space distribution across weeks to prevent self-competition



Measuring What Matters: From Activity to Impact



- Track layered metrics: consumption, engagement, conversion, pipeline, revenue



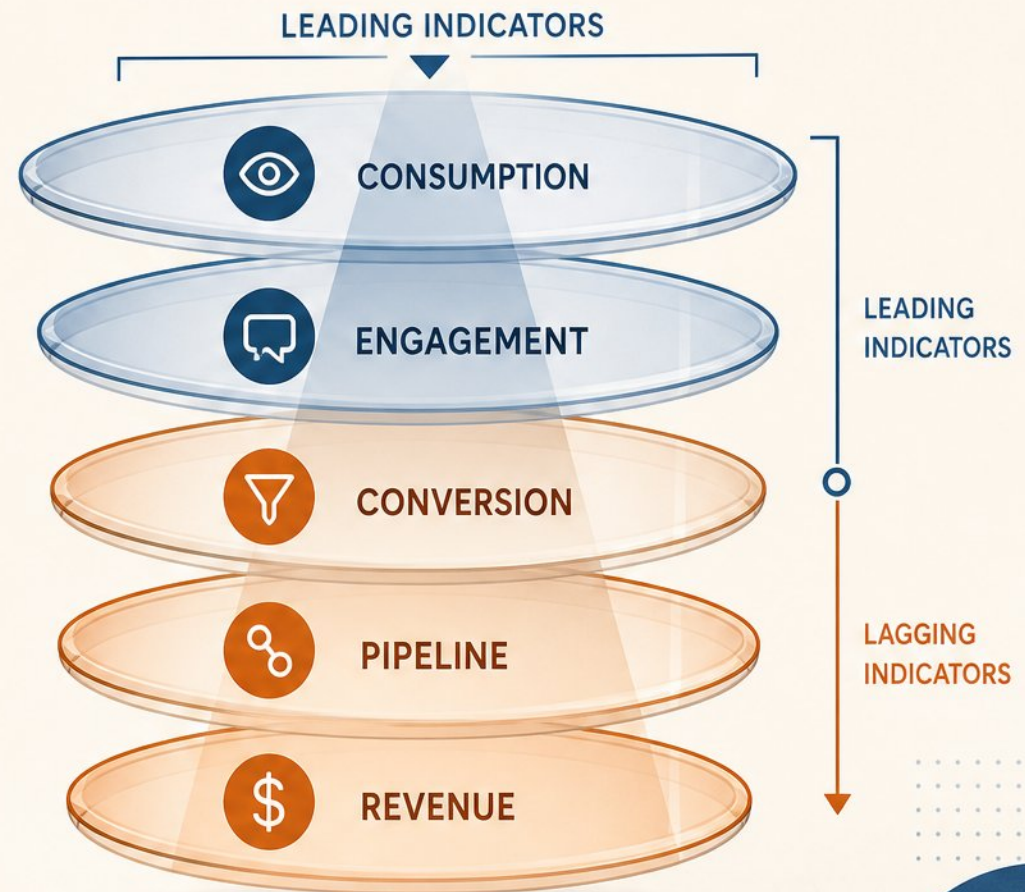
- Leading indicators (traffic, engagement) predict; lagging (leads, revenue) reflect



- Match KPIs to maturity: early = visibility, mature = revenue contribution



- Start with UTMs and CRM tagging; consistent beats perfect attribution

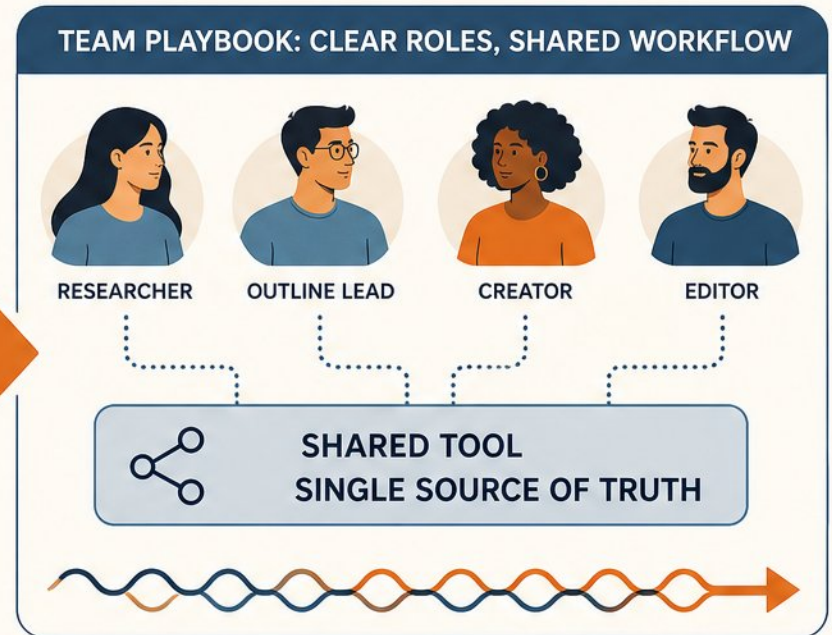


The Feedback Loop: Review Cadence and Iteration

- Regular review turns performance data into planning changes, not just reports
- Small teams: monthly 15-minute review of what published and performed
- Pair operational reviews with quarterly or semi-annual content audits
- Goal: learning velocity—every audience signal strengthens the next brief



Solo Creator vs. Team Playbook



– Solo: batch by phase—research, outline, create, schedule



– Teams: clear roles, shared tool, single source of truth



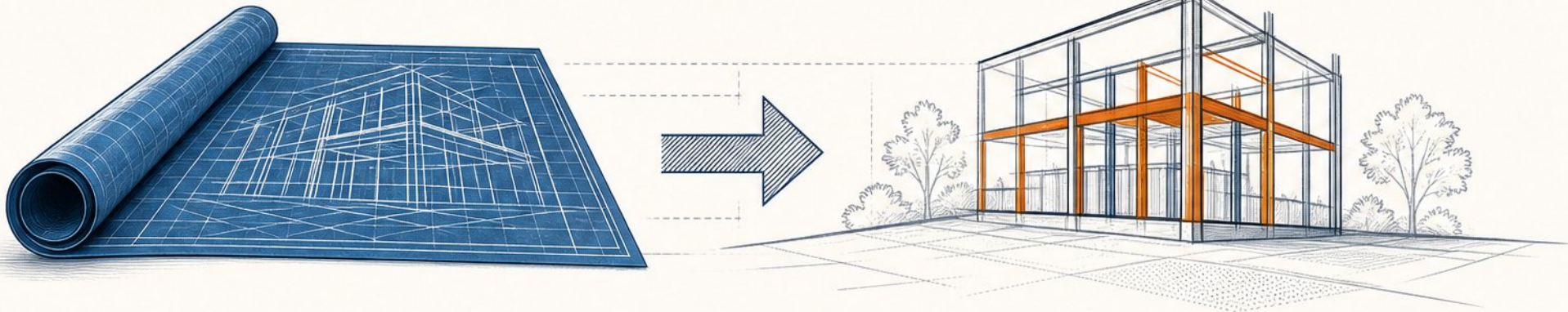
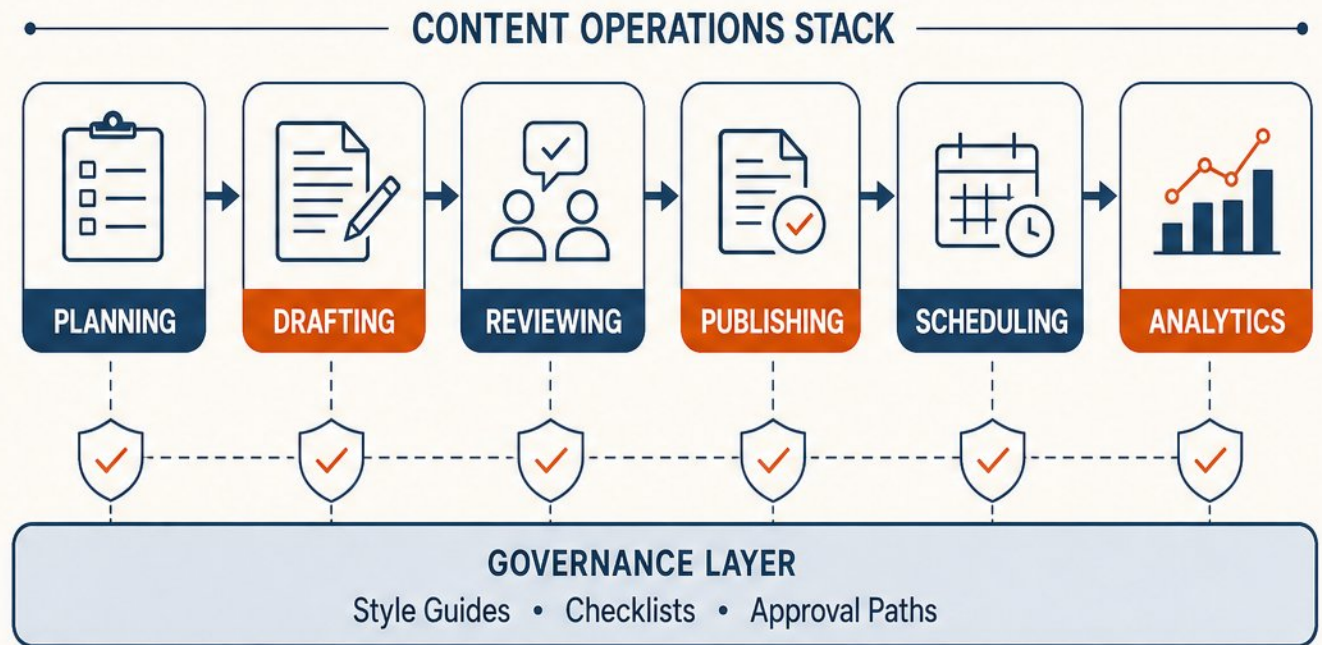
– Delegation starts with writing down every step

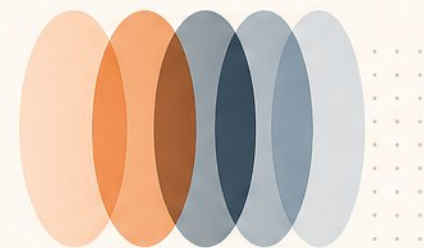


– Avoid pitfalls: vague briefs, unclear ownership, approval bottlenecks

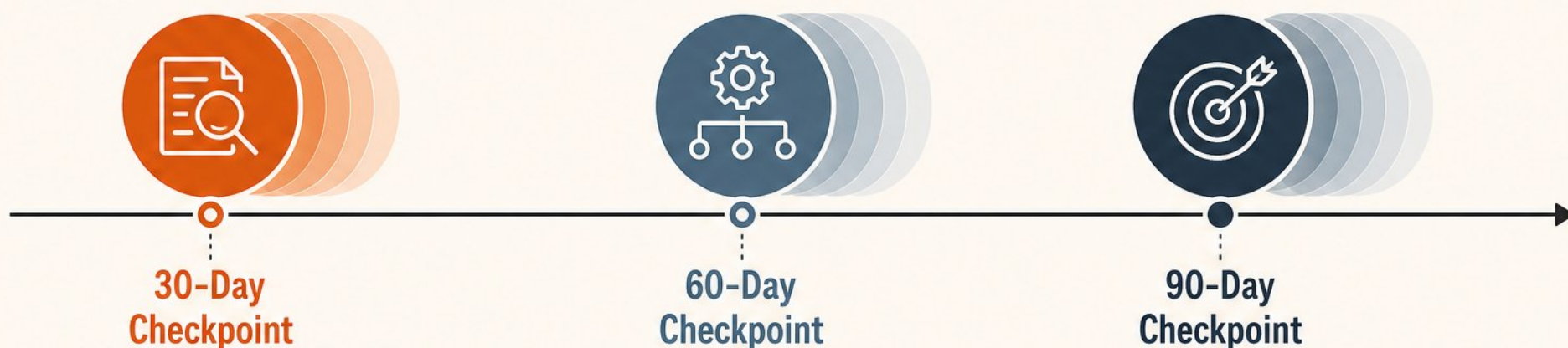
Tools and Governance: Keeping Quality Consistent

- Stack covers planning, drafting, review, and analytics
- Tools serve the process, not replace it
- Governance: style guides, checklists, approval paths
- AI accelerates production; human review is final gate
- Lightweight, documented workflow beats heavy process





Your 30- and 90-Day Action Plan



- First 30 days: content audit, audience research, define one priority cluster



- Next 60 days: production pipeline, repurposing workflow, measurement baselines



- Start with one planning template and one execution cadence



- Review checkpoints at 30, 60, 90 days tied to business outcomes



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