

1 DEFINE YOUR GOAL

1. What is your ambition?
2. What are your main objectives?
3. Which KPI do you use?



2 AUDIENCE

1. Who is your audience?
2. Where can you reach your audience?
3. What is the content need of your audience?
4. How can you persuade your audience?



3 SECTIONS

1. What is the content domain?
2. Which sections are relevant?
3. Which formats do you use for each section?
4. What are the criteria for the content?



4 DISTRIBUTION

1. Which owned channels do you use?
2. Which paid media do you choose as catalyst?
3. With which media partners do you collaborate?



5 PLANNING

1. What is the frequency of the formats on your channels?
2. What does the yearly content calendar look like?



CONTENT HOUSE

Content domain				
	Format	Format	Format	Format
Section name:				
Section name:				
Section name:				
Section name:				
Section name:				
Section name:				

Worksheet Content strategy

Name:

Company name:

Date: