

## Target Audience

- Buyer Persona
- Interests

## Content Research

- Content Types
- Topic Ideas

## Writing & Visuals

- Magnetic Titles
- Personality, Style
- High-Quality

## Measurement

- Analytics
- Improvements

## Documentation

- Objectives
- Mission Statement
- Executive Summary

## Planning

- Business Goals
- Content Program Goals
- Alignment

Six Key Elements  
You Need to Launch a  
Successful Content Strategy

