

# HOW TO MAKE A CONTENT MARKETING STRATEGY?

1

## Figure out what you want to achieve with your content marketing.

Who are you trying to reach with your content? Knowing this will help you determine the type of content you create and the tone of voice you use.



2

## Identify your target audience

Identify your target audience, and then create buyer personas to help you better understand their needs and wants.



3

## Research your competitors

Try to emulate the ones that are working well for them, but make sure to put your own spin on it to make it unique.



4

## Create a content calendar

create a content calendar and stick to it. This will help you ensure that you're publishing content on a regular basis.



5

## Produce high-quality content

This will help you attract and engage potential customers, helping you to build trust and credibility

