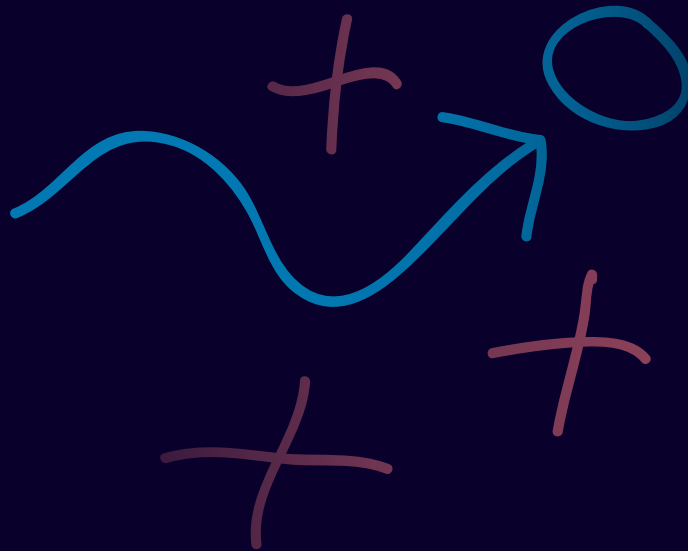


# 9 steps to strategy

A good content strategy matters more than ever. Here's how to plan, create and measure it – with examples to light the way



Clever content. Made by humans

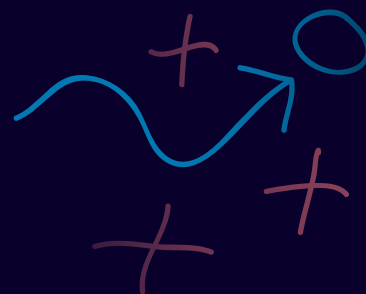
**Highbrook.**



**You can't get to where you're going without a map – you'll get lost, frustrated and it will no doubt take you a great deal longer. Not to mention wasting fuel.**

**The same is true of content marketing. Without a strategy, even the most brilliant content risks being a haphazard exercise in missed opportunity.**

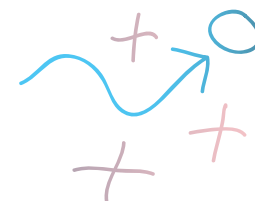
**A good strategy provides direction, relevance, efficiency and consistency. It enables you to reach the right audiences, draws out USPs, reflects overarching business aims and sets clear goals.** Rachael Adams, Director of Content



**“ 53% OF  
MARKETERS SAY  
A GOOD STRATEGY  
IS KEY TO CONTENT  
SUCCESS**

**BUT...**

**25% OF MARKETERS  
CITE A LACK OF  
STRATEGY AS A  
CHALLENGE ”**



# How content has changed

and why you need a strategy more than ever

## People are busier

Time poverty and shifts in attitude demand smarter writing from businesses – concise, clear, informal, but no less intelligent.

## Technology is busier

The coming tsunami of AI will devalue content, as well as commoditise and erode brand identity.

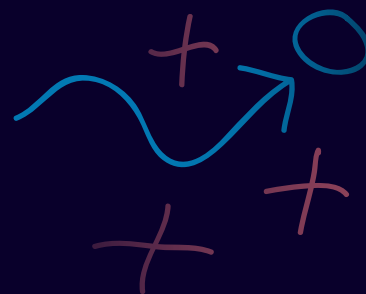


## So your content has to stand out

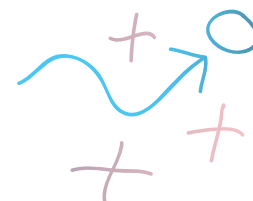
In an era overrun by the generic, distinctiveness is everything. A good strategy is the fastest way to get there.

## ...and follow an action plan

To stand out you need to be unique and excellent – which takes planning. Strategy does that, too.



# SO HERE IS OUR **9-POINT** **GUIDE** TO CREATING THAT CONTENT **ACTION PLAN**



# 9 steps to strategy

Follow our guide to creating impactful content



## Research / listen

What's the overarching brand?  
Mission statement.



## Boilerplate

Outline USPs – and show how content can help get them out there.



## Identify your audience

Use insights and audience segments. What are their ambitions and fears?



## Content objectives

What is your aim?  
Awareness, thought leadership?



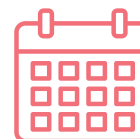
## Themes/formats

Ensure content answers audience questions.  
Identify formats.



## SEO/tone of voice

Optimise content to be clear and accessible. Keyword research



## Execution

Devise calendar with regular cadence of content. Hold regular meetings.



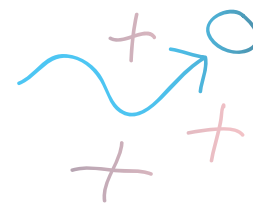
## Distribution

Maximise content by slicing and dicing across multiple touchpoints.



## Test / refine

Check in. What's performing well? How can we do more?



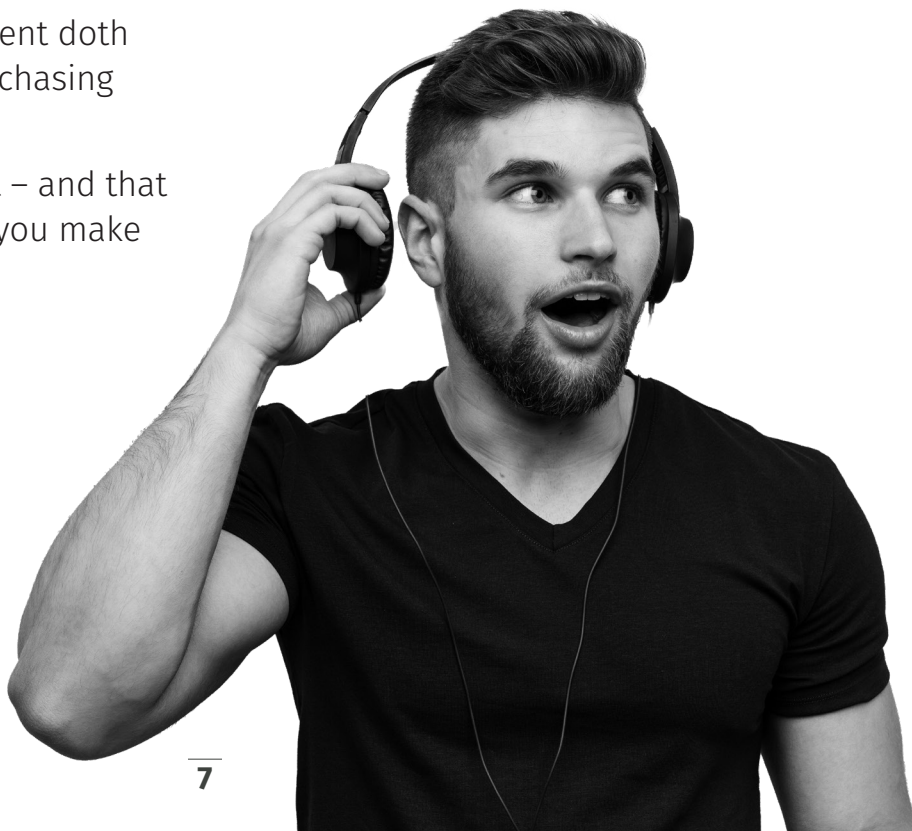
# 1 Research/listen

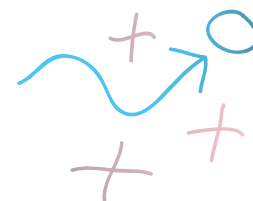
**What's the overarching brand? Articulate your mission**

Get the basics right. Wade through your website analytics, study your socials, view your videos. What do people say about you?

Who are your key people? Get their views on the brand and how content could work harder (take it with a pinch of salt – one person requesting more VR content doth not a case for mass headset purchasing make).

Then audit your existing content – and that of your competitors. Where can you make an impact?





## 2 Boilerplate

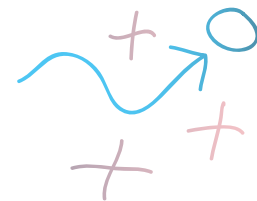
Outline your USPs – and how content can help

Position your company in the broader economic, legal and social context. Write a mission statement – 125 words max – explaining your brand and USPs, and how these help you support clients.

Content will help you achieve this mission. This is because at the heart of all businesses are people – and people respond to storytelling.

**Tip:** ditch the jargon. Is your mission really to ‘lean in’ to being an ‘empowering force for disruption’? Probably not, unless you’re in bringing Martian settlement to the masses.





## 3 Identify your audience

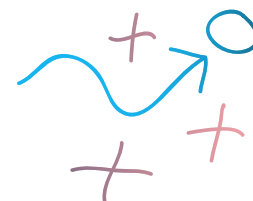
**What are their hopes, dreams and fears?**

Who are you trying to reach? Identify your audience segments first, then ask: what are the most relevant issues for them?

How can you help solve their challenges?  
How do you want them to feel (other than inspired to contact you, of course)?

You must deliver actionable intelligence and unique perspectives – what do you know about each audience that other firms don't?





## 4 Content objectives

What's your goal? Be specific

Do you want general brand awareness? To raise the profiles of your key people among CFOs? Or is your goal getting people to attend your next breakfast briefing for more than just the chia seed muffins?

Objectives fall into five categories:

**A - Awareness** – get your name out there

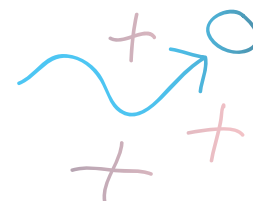
**B - Inspire** – showcase your USPs and stand out from the crowd

**C - Inform** – stay front of mind through a steady drumbeat

**D - Educate** – drill deeper; show how you help clients navigate challenges through thought leadership

**E - Act** – drive enquiries





## 5 Themes / formats

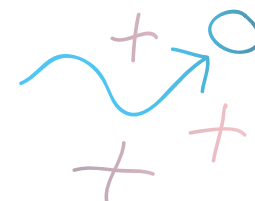
Ensure content answers audience questions



While your themes may be similar to competitors', you can stand out by finding a fresh angle, deeper insights or mind-blowing creativity. Animation, data vis – we're talking to you.

Equally important; make sure content executions answer a specific audience need.

It's different strokes for different folks – busy CEOs might prefer a snappy five-minute Spotify briefing on a new piece of regulation over an immersive digital experience exploring sustainable hydrogen. Time is money, you know.



## 6 SEO and tone of voice

**Optimise content to be clear and accessible. Keyword research**

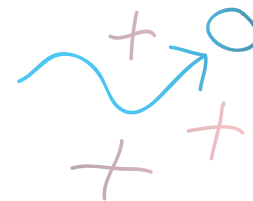
Check where you rank on Google. Use this as a benchmark.

Think about the words your audience might search for to find your content, and make sure they're present and correct in URLs, title tags, page headers and within the content itself.

Include links to other content on your site.

Update content regularly. Fresh, useful information is what makes search engines happy.





## 7 Execution

Devise calendar with regular cadence of content. Hold regular meetings

Plan production to ensure a steady drumbeat of content, as well as peaks at relevant times.

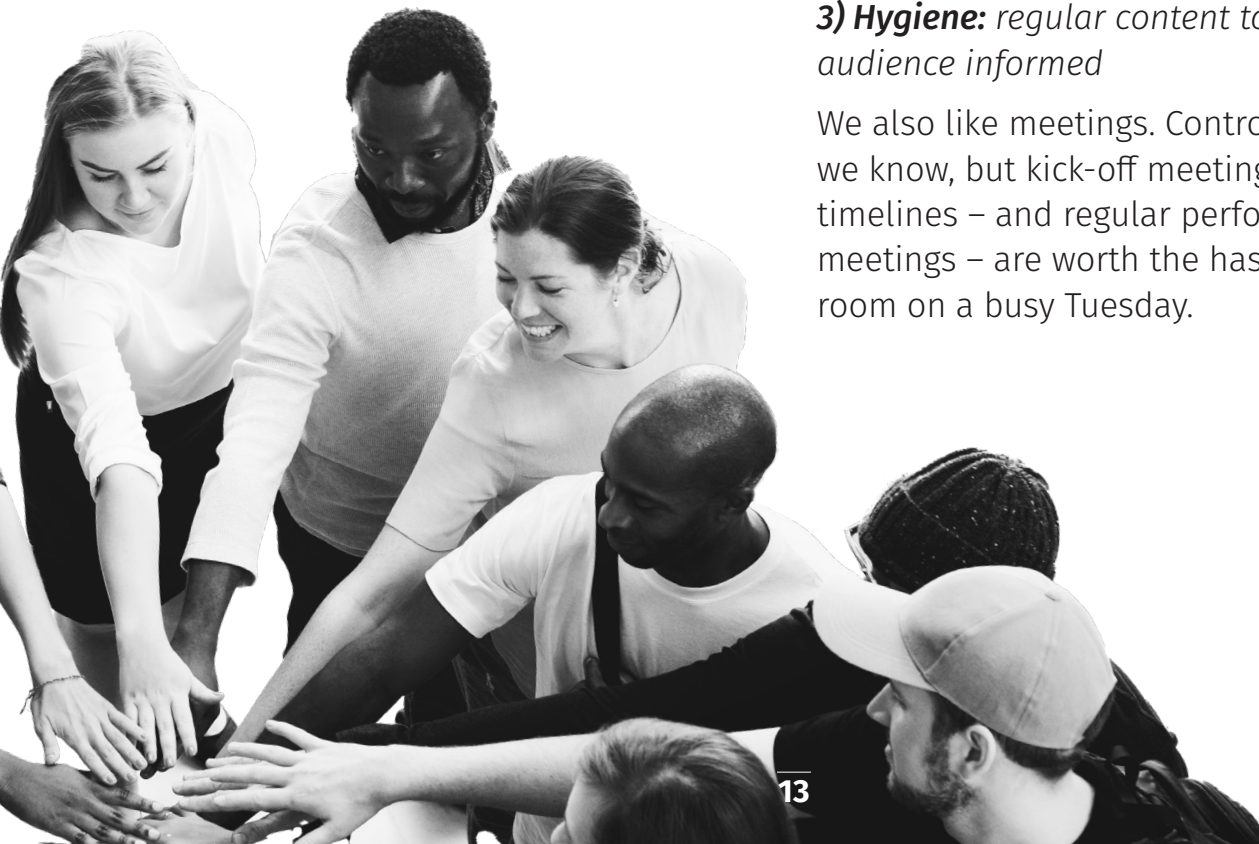
We like a tiered approach:

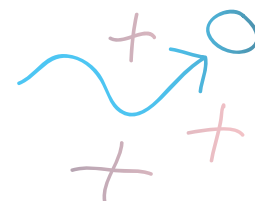
**1) Hero:** *inspirational big bursts of great creative stuff*

**2) Hub:** *educational content showcasing your people and services*

**3) Hygiene:** *regular content to keep your audience informed*

We also like meetings. Controversial, we know, but kick-off meetings to share timelines – and regular performance review meetings – are worth the hassle of finding a room on a busy Tuesday.





## 8 Distribution

Optimise content to be clear and accessible

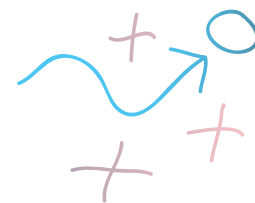
Like the proverbial tree in the woods, if a content campaign lands on your website without promotion, does anyone hear it?

In short, nope. Sorry. But getting distribution right needn't cause agony, proverbial or otherwise.

Ask yourself how best to get your content in front of people who matter. Which platforms do they use? Which formats do they like?

Use distribution to get more bang for your buck from your hero content, too – slice, dice and repurpose the best bits.





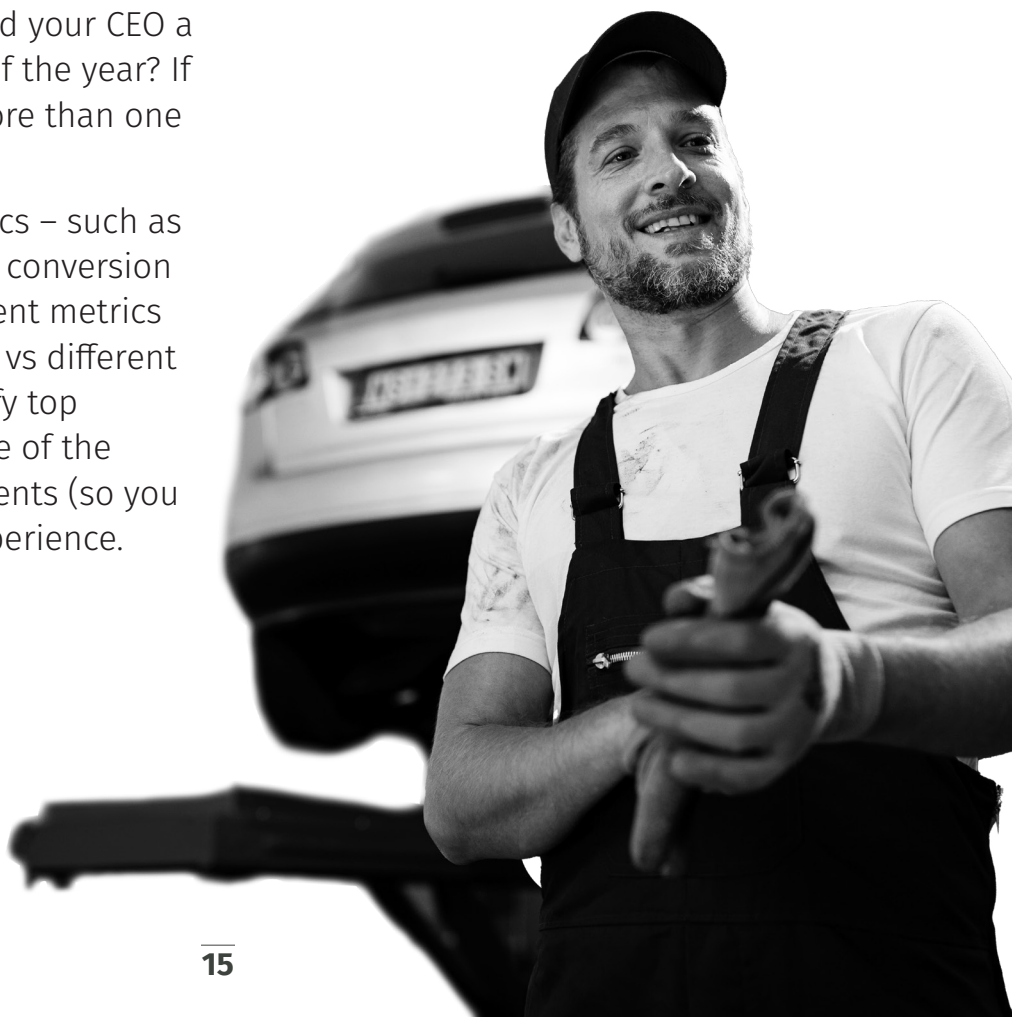
## 9 Test / refine

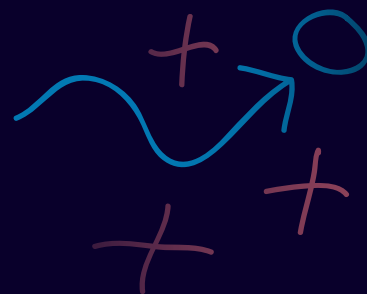
Check in monthly. What's performing well?

How can we do more of it?

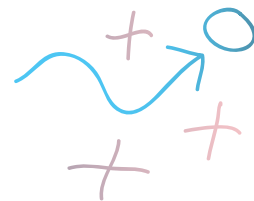
First, revisit your objectives; have you got those event sign-ups, or secured your CEO a slot at the hottest conference of the year? If you have, great... but there's more than one way to skin a cat.

Second, use performance metrics – such as organic traffic, bounce rate and conversion rate. Not only does using different metrics allow you to track performance vs different objectives, they can also identify top performers (so you can do more of the same) and room-for-improvements (so you can pivot). It's all a learning experience.





**HERE ARE  
SOME CLIENTS  
WE'VE CREATED  
CONTENT  
STRATEGIES  
FOR – AND THE  
RESULTS**

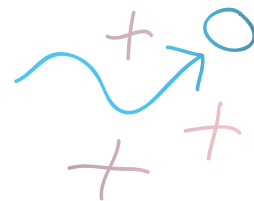


## Intertrust Group/CSC



We created a strategy for a newsroom-style operation for the fund administration provider. Included three to four blogs a week, webinars, whitepapers, guides, animation and social media assets – working multiple projects at the same time.

SOURCE: HIGHBROOK MEDIA

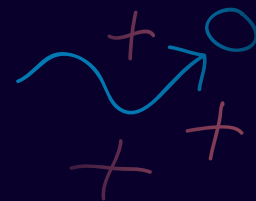


## Royal London



Highbrook crafted a strategy for the life insurance arm. We created 50 articles, five infographics and five videos for a new hub, to build engagement and warmth, and drive to product pages.

SOURCE: HIGHBROOK MEDIA



# 28K

page views over three months

## 3:34

average dwell  
time

## 21%

average  
bounce rate

## 47

articles and four  
pillars

+

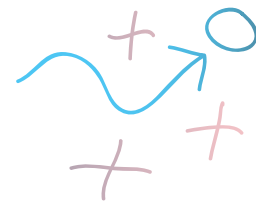
## 5

videos with  
cutdowns

+

## 5

graphics on  
life insurance

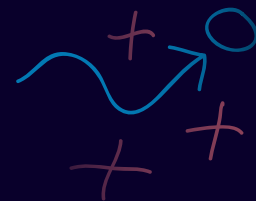


## Currency and Capital



We devised a strategy for a virtual newsroom, producing 400 stories a month for two trading platforms to help traders and investors. Traffic rose by 1000%

SOURCE: HIGHBROOK MEDIA



# 90

**Features monthly**

**24k ↑ 1000%**  
views monthly

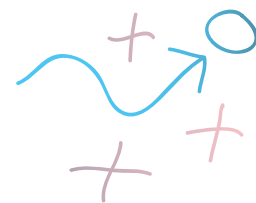
**2:52**  
minutes average dwell time

# 70

**News stories monthly**

**16k ↑ 378%**  
views monthly

**1:37**  
minutes average dwell time

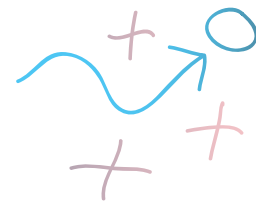


## Pimco



We designed a strategy to amplify Pimco's ESG programmes. We distilled big documents into infographics, social posts and animation. The assets were translated into six languages.

SOURCE: HIGHBROOK MEDIA

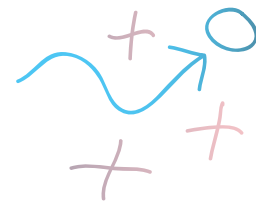


# Savills

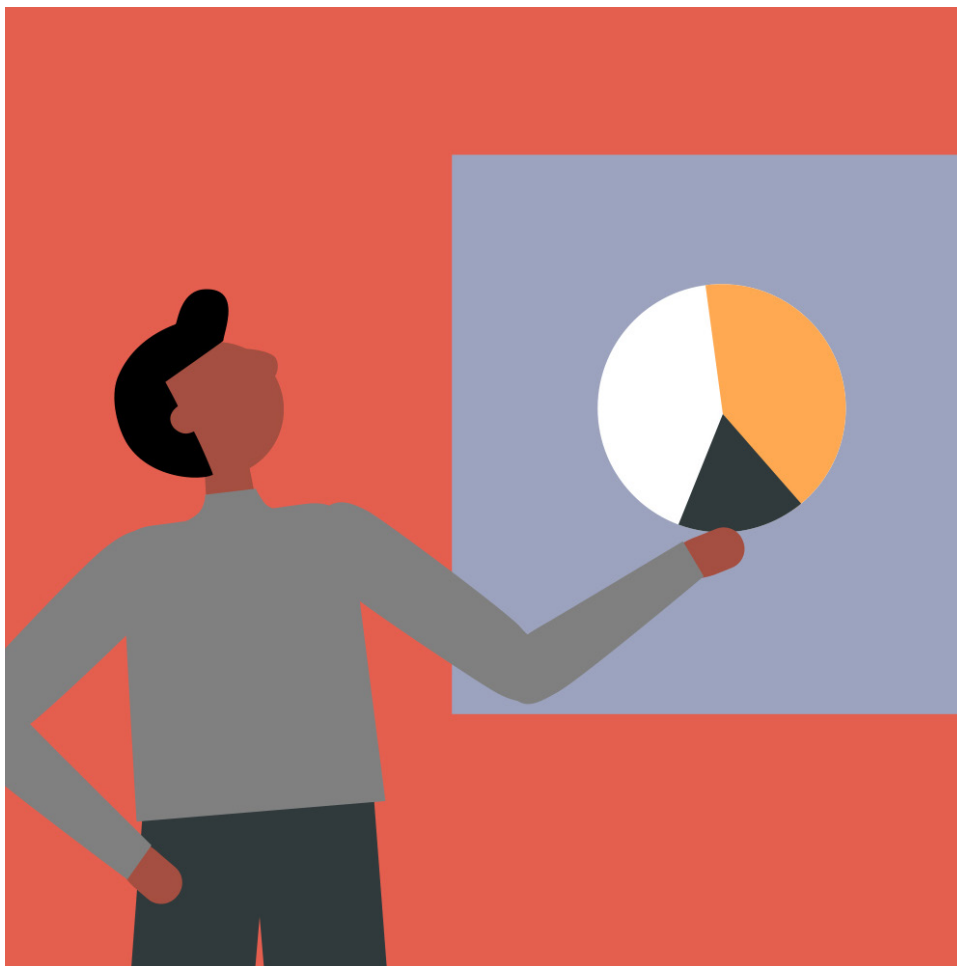


SOURCE: HIGHBROOK MEDIA

We built a new strategy for Savills property research strand, Impacts. This includes a print publication, a regular drumbeat of articles, interactive data vis and animations for LinkedIn. We also developed a new visual identity for the sub-brand.

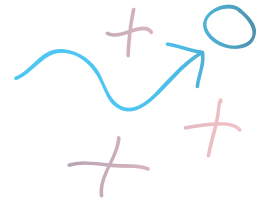


## Kleinwort Hambros



This strategy was for a research-led thought leadership campaign exploring the relationship between wealth management and emotions. We produced a whitepaper that cascaded down to articles, graphics and animations.

SOURCE: Highbrook Media

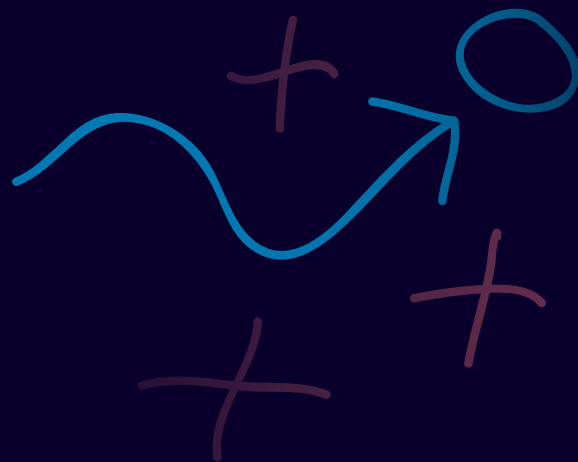


## Age Co



We produced a full content strategy to lift brand awareness. We have implemented several campaigns, including podcasts, blogs, infographics and animations.

SOURCE: HIGHBROOK MEDIA



# Highbrook Media

## Book an appointment

michael.pilgrim@hbrk.co.uk

07508 883 640

tamsin.brown@hbrk.co.uk

07728 007 283

rachael.adams@hbrk.co.uk

0794 199 1739

Highbrook Media Ltd.

[www.highbrook.media](http://www.highbrook.media)

[info@hbrk.co.uk](mailto:info@hbrk.co.uk)

Vox Studios, 1-45 Durham Street, London SE11 5JH UK.

Registered in England & Wales at 2nd Floor, Stanford Gate,  
South Road, Brighton BN1 6SB UK.

Registered number: 09550567.

# Highbrook.