

# Content Marketing Strategy Formulation Guide for Brands

Your Company Name

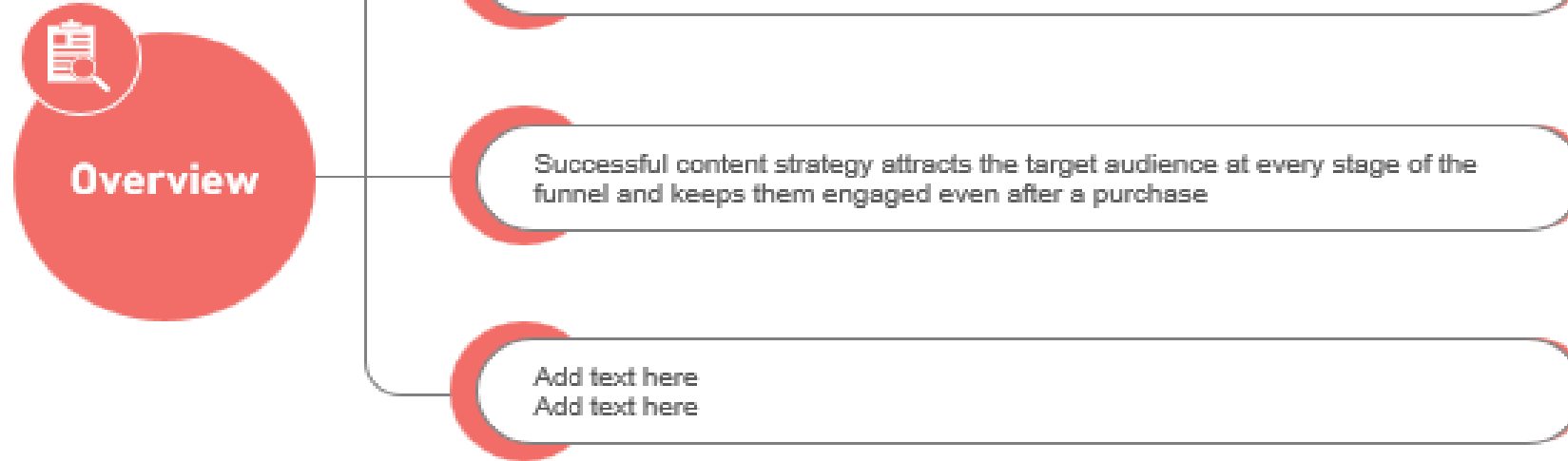
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# Introduction to content marketing strategy

This slide provides an overview of what content strategy formulation means and benefits acquired from the same. Key benefits include building authority, increase visibility, build trust and boost traffic.



## Why Content Marketing Strategy is Important



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# Elements of good content strategy

This slide mentions the key elements of a successful brand content marketing strategy aimed at target audiences. It includes elements such as goals, editorial calendar, research and distribution channels.



## Goals

- o Involves clearly stating goals to formulate corresponding tactics
- o Common goals include brand awareness, increasing traffic, generating new leads and upselling
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## Editorial Calendar

- o Involves identifying channels and time to publish content pieces
- o Maintains content flow and reduces stress of content creation
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## Research

- o Involves doing extensive content analysis, keyword and phrases ranking highly on webpages
- o Implement techniques such as mining digital data, sending out surveys and interviewing customers
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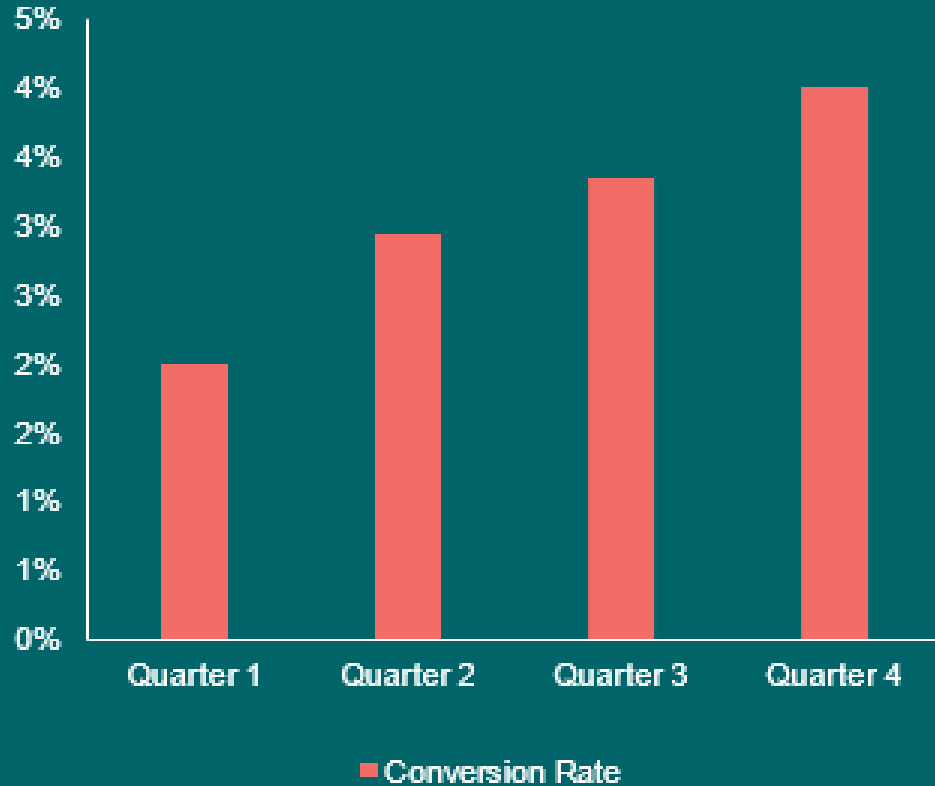
## Distribution Channels

- o Involves deciding content distribution mediums based on content goals, research topics and calendar
- o Helps maintain consistent brand narrative across all channels
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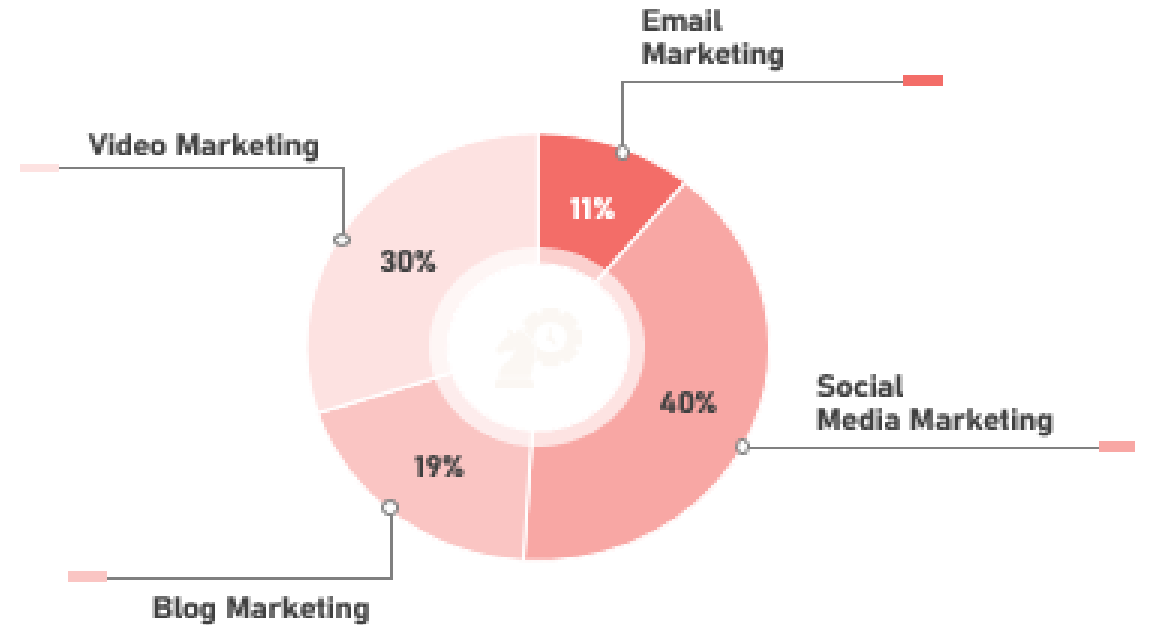
## Conversion Rate Analysis



# Impact of content marketing strategy on conversion

This slide depicts the impact content marketing strategy implementation has on conversion rate that results in revenue growth on a quarterly basis. It includes conversion rate analysis and conversion generated as per each strategy.

## Conversion as per Strategy Types



## Key Insights

- o Implementing content marketing strategy has shown significant growth in terms of conversion on a quarterly basis
- o High conversion rate of 4% indicates sharing high quality content creates a positive brand perception in minds of target audiences and motivates them to buy brand products
- o Improve conversion rate further by using multiple platforms to reach out to target audiences and ensure consistent story is being promoted
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This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

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