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Develop a Content Strategy in 5 Steps





Do You Have a Content Strategy for That Content?

In 2025, content is still king! While many businesses are embracing AI to help them develop, or basically write their content, what is often forgotten is a content strategy. Without one a business is often left with inconsistent content with no core themes or purpose. This is confusing to your target audience and can negatively impact your brand's credibility.

No matter how good you might think your AI is generating content, be mindful as generic content on a topic/service doesn't get shared. In fact, generic content doesn't engage people and is therefore unlikely to deliver against your wider marketing objectives. With thousands of messages vying for your audience's attention, you need enriched/personalized content.

That said, armed with personalized content, if you skip the strategy and head straight to delivery, you're in danger of creating content which could either confuse or alienate your audience, or fail to reach them at all.

With over 30 years of developing successful content strategies to help businesses increase their sales results, CreativeWorks Marketing has outlined below 5 simple steps to help you develop a content strategy.

Content Strategy starts with audience research, determining the best form of content, creating a pattern of frequency, tailoring the style to your audience, and focusing on keywords your audience searches for online.

By following these steps you'll be able to develop a powerful content strategy that produces results.



1. Start With Research

To develop a content strategy, you need to start with research. The research required can be broken into three pillars:

Company Research

During the company research phase, you need to uncover your brand's values and core strengths. Some questions you want to answer are: what is your company best at and what does it stand for? Besides making money, why are you in business?

Customer Research

During the customer research phase, your goal is to understand the wants, needs, and purchasing journey of your customers.

You'll also want to understand more about how, where and when they consume content.

Competitor Research

Competitor research comes in two flavours - commercial competitors and content competitors.

You need to understand your commercial competitors' brand values, unique selling proposition, and how they are communicating them to their customers.

You'll also need to understand your content competitors. These might be different from your commercial competitors. For example, imagine you're a sports betting company. If you're going to be creating content related to the sports events you're offering betting markets on, then you're competing not just with other betting companies, but everyone else who creates content about these events. So that can include major news outlets, sports news outlets, fan sites etc. Your content doesn't just need to stand out from your commercial competitors, but these content competitors too.



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2. Determine What Type of Content Your Customers Like Best

Now that you know more about the kind of content your target audience wants, you are ready to start outlining which ones.

To find out which type of content you should focus on, keep these questions in mind:

- What do your customers say they want and need? Is your content delivering?
- What problems are they having that your business can solve?
- What type of content makes them stop, click and consume?
- Are your competitors providing this content?
- What are your customers searching for solutions on Google?

Remember, your audience is the consumer of your content, so let them decide what type of content you produce. Although you may have a preference for one type of content over another, you are not your target audience.

Where B2B marketers see organizations' investments increasing in 2025



*15th Annual Content Marketing Survey:
Content Marketing Institute/MarketingProfs*

3. Creating a Pattern of Frequency

Now that you've figured out who your audience is, what they want, and how they're going to get it, you need to find out how often that's going to happen.

For example, the frequency of blog posts is going to be different from the frequency of LinkedIn posts. Generally speaking, the more a content type costs in resources and effort, the less frequent you'll be producing it.

Curata's content marketing pyramid (below) is a helpful visual reminder to determine how frequently you should be posting different types of content. It's all about the results you get from the amount of effort you put into that content creation:

The Curata Content Marketing Pyramid™



Keep your audience in mind to help determine when they access your content. Create a calendar once you've determined the frequency of your content marketing based on type and audience, as you will need to schedule it. Planning things is the best way to execute successfully.



4. Tailoring the Style to Your Audience

Whether B2B or B2C, consumers of content will gravitate towards a brand or company that resonates with their own personality and disposition. Every successful brand has its own style and personality. It's one of the most important yet unquantifiable aspects of a brand.

It's not quite enough to know what kind of content your audience wants - you also need to figure out how they like it styled. For instance, does your brand use bold, colourful and large images, or images only with people, only graphics and icons, etc.? Is your content written from a first person or second person perspective? Create a style and a style guide and then make sure you are consistent across all your platforms.



5. Focusing on Keywords Your Audience Looks For

Your audience defines everything about your content -- the substance, the form, the style, and, most importantly, the topic. If you want to get engagement and conversion from your content marketing, you need to cover topics that your niche is searching for.

Based on your knowledge of your audience and current customer requests, make a list of keywords that are specific to whatever you are selling. These are the words that your target audience searches for when looking for your company/service/product. These words should be relatively narrow in scope. Then come up with a few blogs or social media posts that incorporate those keywords.

Ultimately, the purpose of a content strategy is to:

- Ensure your content is consistently aligned with your brand message and values
- Ensure your content enhances your credibility
- Ensure your content helps you stand out from the competition
- Drives engagement and leads



CreativeWorks Marketing: Your Strategic Partner

CreativeWorks Marketing is an award-winning agency that helps businesses understand their unique strengths and achieve their marketing goals. Our proven strategies maximize impact, reach, and effectiveness.

If your marketing efforts aren't delivering the results you expect, contact us via email, text, or call. You'll be glad you did.

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