

Content Strategy Questionnaire

Digging into content strategy? Here's what your business should bring to the table when working with a content strategist.

Business Goals and Sales Priorities

What are your primary business goals for the year?

What are your sales priorities for the year?

Marketing Goals and Plan

What are your priority markets (products, industries, customer types)?

What are your top 2-3 marketing objectives (i.e., increase revenue, increase website traffic, launch new service, etc.)? How do you define success for each?

What has been effective in reaching customers? What hasn't?

Tell us about past messaging work (what worked and what didn't and why). What made you want to outsource now?

What's your existing elevator pitch when you're talking to a customer? How do you describe what you sell?

What is the biggest challenge in selling what you offer right now?

If you could be a fly on the wall in a customer interview, what questions are you afraid to ask yourself but would want to hear the answer to?

Competitors

Who are your top 3-5 competitors? (names, websites)

Why do you see these as competitors?

What differentiates you from your competitors?

Assets

If you have a current editorial calendar or one from previous years, please share.

Please share all branding guidelines (logos, colors, specific fonts, etc.)

- Existing design templates for whitepapers, case studies

Do you have an editorial style guide? If so, please share.

- Terminology to avoid

Examples of content that you like; exhibit the direction you'd like to go.

- Tone/style (example: storytelling, casual tone, etc.)
- Other websites you want to emulate in tone, etc. (doesn't have to be in your market)

SEO

- Existing efforts/partnerships
- Keywords