

## 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?

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What are your sales priorities for the year?

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## Marketing Goals and Plan

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

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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?

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

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

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

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

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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?

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## Competitors

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

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Why do you see these as competitors?

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What differentiates you from your competitors?

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## 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