

Content Strategy



Duration:

Sep 15, 2030 - Sep 20, 2030

Prepared by:

Mention fellow Canva users in your Canva Doc. Just @ them directly on the document and tap the bell to send them a notification.

* Business goals

List the company's aspirations that should be the basis of your content strategy. Doing so will make it easier for your team to link back strategies to the company's bigger mission.

- List business goals here
- Make sure they are specific and measurable
- Add more as needed



* Target audience

	Group 1	Group 2
Demographics - Age range - Gender - Income - Occupation	25-34 year old - Women \$50,000-\$150,000 - Creatives	
Psychographics - Lifestyle - Hobbies - Values	- City lifestyle - Decorating and cooking - Career-oriented and spiritual	
Content they like		
Communication platforms they prefer		

* Content strategy overview

Briefly describe the content strategy you're exploring and how it'll achieve business goals.

	Strategy 1	Strategy 2	Strategy 3
Business goals	Re-engage 90% of inactive customers		
Target audience	Group 1		
Type of content	"Welcome back!" email marketing with a free shipping CTA button		
Content platforms	Email		
Key Performance Indicators (KPI)	Open email rate and conversion rate		
Resources	Copywriters		

* Roadmap

	Briefing	Pre-production	Production	Post-production
Strategy 1	Sep 16, 2030	Sep 18, 2030		
Strategy 2				
Strategy 3				



* Notes

- Use this space for other reminders relevant to your team
- Note 2
- Note 3

* Approval

Approvers	Comments	Date
@name	Add notes here	Aug 20, 2030

Strategic Plan

Let's refine our business blueprint for success

Overview

Write the salient points of your strategic plan to encapsulate this document.

Tip: Complete this section last to make sure you include everything!

Current State

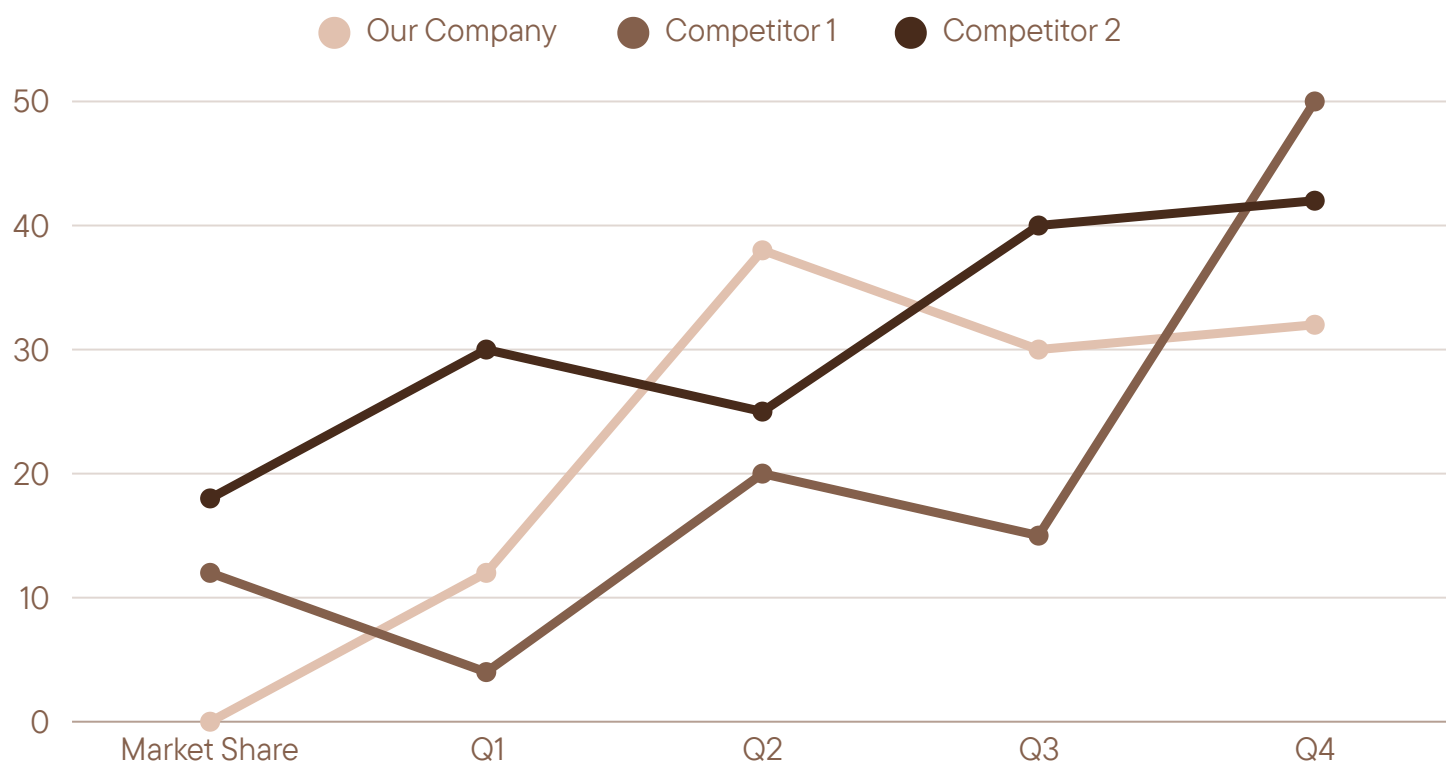
A snapshot of where we are

PESTLE Analysis

A categorized list of external factors that may influence or impact our company or industry

Political	Governmental or legislative policies and the overall political climate
Economic	Macroeconomic trends, such as inflation, growth, unemployment, and interest rates
Social	Social factors such as cultural, educational, or lifestyle issues
Technological	Developments in technology, science, and research
Legal	New or changing regulatory requirements or policies
Environmental	Emerging issues regarding climate or the natural world

Competitive Analysis



Briefly elaborate on the current position of the company's market share or sales percentage in the sector. Highlight important observations about competitors' positions.

Our Future State Plan

Where we want to be



Canva Tip

Edit this Scrollable Design and bring your content to life! To add more to your Doc, press / (forward slash) on your keyboard and select **Scrollable Design**.

Conclusion

Our company’s strategic plan is more than a roadmap—it’s our resolve to progress and our commitment to our customers. We are dedicated to delivering stable growth, building solid partnerships, and creating solutions that are expected to thrive in our ever-changing industry. With our plan, we remain well-positioned while remaining agile.

Prepared by	Mention fellow Canva users. Just @ them directly on the document.
Approved by	@name
Date	Nov 13, 2030

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