DISCOVERY

Audits

- Search
- Content
- Conversation
- UX
- Media
- Technology

Stakeholder Interviews

- Internal
- Customers
- Partners
- Consumers

Research

- Audience
- Culture
- Company
- Industry

CONTENT STRATEGY

Audience
Who are they and what do they care about?

+

Brand
How can you provide value in an authoritative way?

+

Culture
What can you build equity in and own?

= Content Platform

- Criteria & Filters
- Categories & Topics
- Formats & Packaging
- Partner Criteria
- Channel Ecosystem

IMPLEMENTATION

- Creative Briefs
- Content Development
- Programming/Calendars
- Partner Activation
- Deployment/Promotion
- Playbooks/Governance

MEASUREMENT

- Reporting
- Analysis
- Attribution
- Optimization