ORACLE
CX Marketing

Five must-have ingredients for a great content strategy

Read the blog

1. Set your content goals

It's impossible to craft a successful content marketing strategy without throwing some goals into the mix.

1. **Identify** what you hope to achieve.
2. **Define your goals** using declarative statements that bring together descriptive and proscriptive aims.

2. Identify your resources

Your operational considerations boil down to your capabilities: those you have and those you want to have.

1. **What are the internal or external resources** you need to achieve your marketing goals?
2. **Narrow down what is currently possible** to achieve within your strategy and what additional resources you'll need. You may consider:
   - Do you have the talent to create and promote content, and analyze the results?
   - What type of software will you need?
   - Are you fully utilizing the technology you already have?

3. Gauge your customers' needs

To create the best possible content experience, it's essential for you to understand who your customers are and what experience they are looking for, today and in the future.

1. **Mix in equal parts:**

   Discovery: Think about how your customers discover the information they need to make purchasing decisions. The goal is to uncover the language of the customer: What's in demand relative to what you're promoting?

   Experience: Consider how your customer prefers to consume information. Not just the topics they are interested in, but also the formats they prefer, the level of interaction they expect, and the devices they use.

   Action: Determine the triggers that motivate your customers, and make sure you know what you want them to do next. Humor and creativity go a long way. Why not try connecting with people through uplifting content?

2. **Add an empathetic mindset**, constantly thinking about what's important to your customers in their information journey today and down the road.

4. Define your campaign architecture

A healthy sprinkling of campaign architecture is crucial to your content marketing strategy. Create a campaign architecture that marries your customer's interests with your product messaging goals.

1. **What narrative will guide the buyer?** This could be thought leadership, practical information, decision-making information, and more.
2. **Consider taking a more collaborative approach** to telling your brand's story by engaging with industry influencers who can provide both credibility and distribution.

5. Measure your success and identify areas for improvement

Measurement shows if your content marketing strategy is accomplishing its goals. It also increases accountability and allows you and your team to see which areas to put more effort into. Look at what the numbers say and ask yourself how you will:

1. **Attract the right audience**, at the right time, in the right place?
2. **Engage members of that audience** with the right message, the right types of content, and with the right channels and devices?
3. **Convert engaged members** of that audience to the next stage in the buying cycle?

Oracle CX Marketing

With these five ingredients and a clear understanding of how to mix them together, you're well on your way to producing content that drives results.

Learn more

Learn more about how Oracle CX Marketing can transform your marketing website.

Copyright © 2020, Oracle and/or its affiliates. All rights reserved. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.
VPID36292 030419