Infographic: 5 Steps to a Successful Content Strategy

LAS VEGAS, August 31, 2016 – Successful content marketing calls for a well-planned strategy. But this is exactly what many companies are lacking. Ensuring you know exactly which points to bear in mind, Textbroker has created this infographic.

A content strategy has to exist long before even a single word is written or a social-media post is published. So just how do you get started? Where should you begin? And what exactly should you include in your strategy document?

There are many points to keep in mind when planning a good content strategy. These can be categorized in 5 main areas:

- Audit and Analysis
- Goal Definition
- Development and Planning
- Creation and Seeding
- Monitoring and Controlling

Find out about the individual steps involved in creating a successful strategy, or get started with your strategic content marketing plan. Textbroker has compiled the most important points for you in this short overview. Discover what it takes to create a successful content strategy in this infographic.

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