

Understanding

Content Marketing & Content Strategy

Blogs
E-books



Data
Tracking

Target
Audience



Video
Engagement

The Differences



Content Strategy

A content strategy serves as an outline for all members of an organization involved in content creation, topic development, and content publishing on behalf of the company.



Content Marketing

Content marketing refers to the act of creating content, editing content, and publishing content according to your planned content marketing strategy.

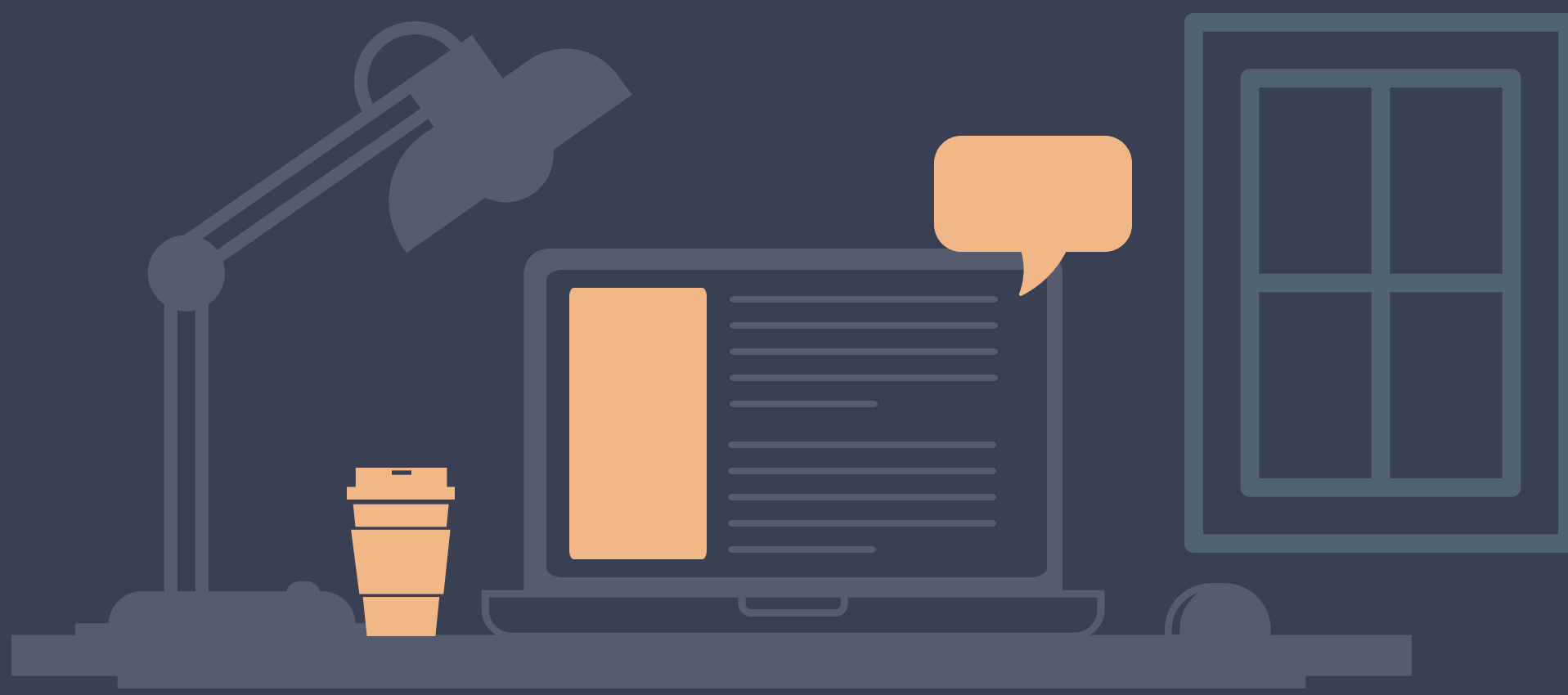
Elements of Content Strategy

- Target audience(s)
- Potential topics
- Focus keywords
- Content types
- Content length requirements (by type)
- Brand voice
- Brand messaging
- Call-to-actions
- How and where to store content
- Individuals responsible for creating, editing and publishing content
- Where content is stored and access permissions

Elements of Content Marketing

- Blogs
- Articles
- E-Books
- White-papers
- Videos
- Infographics
- Guides
- Social Media Platforms
- Audiobooks
- Data Visuals
- Diagrams
- Photography
- Memes
- Screenshots
- Animated GIFs
- and much, much more!

What is Content Marketing Strategy?



The terms [content marketing strategy](#) and content strategy are often used interchangeably, which is where much of the confusion in understanding these terms comes from. The goal of your content marketing strategy is to define how you will achieve specific content marketing goals.



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