



# Flexible Content Strategy Template

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When circumstances change and you find yourself in times of uncertainty, one of the most important things to do is to remain flexible. Your team might be buzzing with ideas on how to tackle the uncertainty but, if you don't think about it strategically, you might very well be wasting your time and valuable resources.

The **content strategy template below** has been produced in order to help you tackle a time of uncertainty head on. Simply, create a copy of the document, follow the steps and you'll be ready to make informed decisions about the path you should take.

If you would like to learn more about how your brand can adapt and thrive through uncertainty, feel free to get in touch!

[And while you're here, feel free to visit the Builtvisible blog](#)

## 1. Review the current climate

The first section of your strategy should be to diagnose and define the challenge you currently face – a new competitor in the market, a change in audience behaviour or perhaps, pressures brought on by a struggling economy.

This is the point where you want to simplify what might seem complex and bring it back to a few points. It is the point where you accept the new situation and understand what is still within your control.

<b>What are the facts of your new reality?</b>	<i>i.e. what can't you control</i>
<b>Where are the opportunities?</b>	<i>i.e. what can you control</i>
<b>What is the nature of the challenge?</b>	

## 2. Reflect on your values

In times of uncertainty, staying true to your mission and values is paramount. Reiterate what these are and use them to anchor your team during this transitional time. Reminding the team what you stand for can help bring perspective to the situation.

<b>Our mission statement</b>	
<b>Our values</b>	


### 3. Identify your content goals

At this stage, it's important to evaluate the importance of each of your content goals. While some may need to be paused, there will be others that are too important to give up. Identify these important goals so that your team knows what they are working towards in the short, mid and long term. Also, use this as an opportunity to understand how content will help you achieve these goals.

Our three key goals right now	
How can content help us achieve these goals?	

### 4. Research what customers need now

Through times of uncertainty, your clients' needs may have changed. Use this time as an opportunity to engage with them and understand what those new needs might be. Leverage the relationships customer service and sales team have with your current client base as well as evaluate online trends.

Pull out key bits of information that you uncovered from your audience research and group these into general themes for you to investigate more deeply.

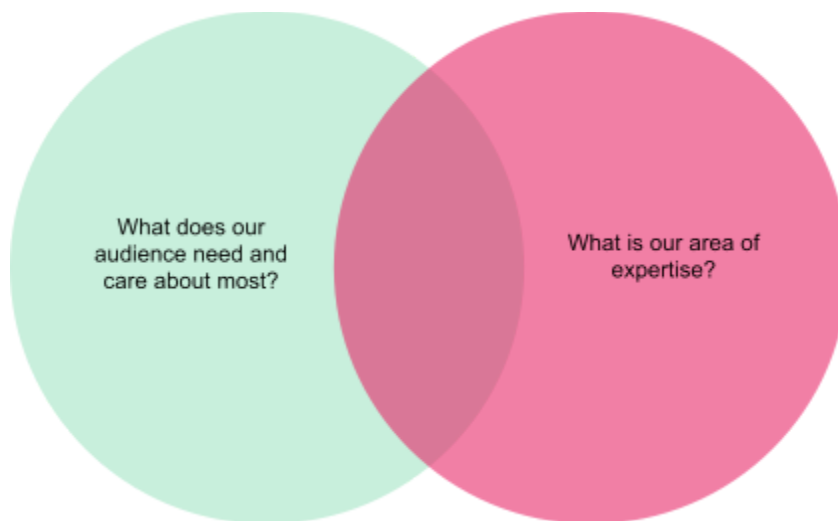
Top themes from recent audience/customer research	

Recent quotes from audience/ customer feedback	
Top themes from conversations with sales and customer service teams	

## 5. Align expertise with customer needs

Understanding what is important to your customers means that you will finally be in a position to find the sweet spot where they align with your expertise.

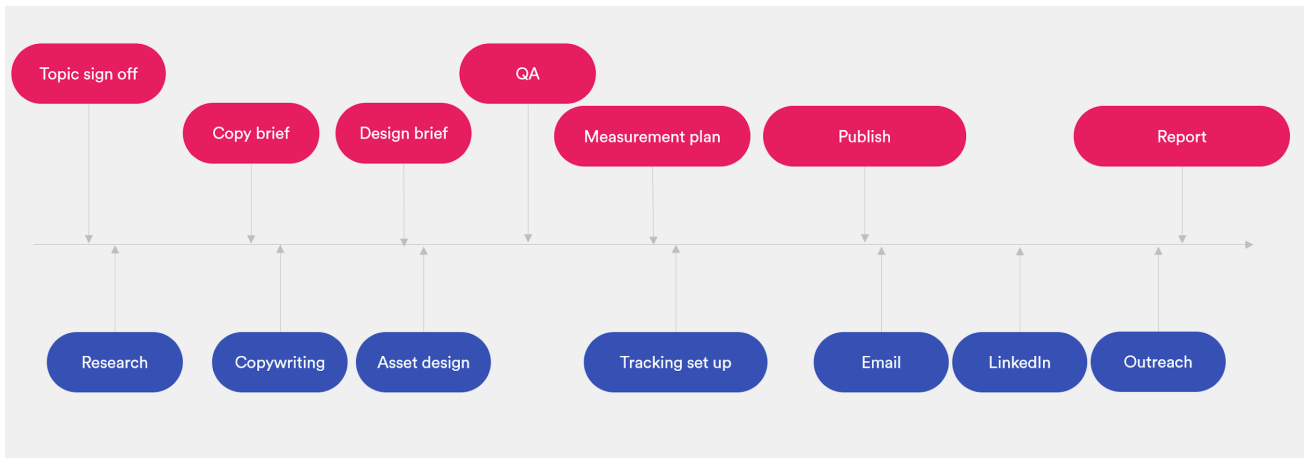
Fill in a Venn diagram with the needs of your audience and your area of expertise. This will help you avoid trying to cater to needs you are not qualified to fulfill.



What does our audience need and care about right now?	What is our area of expertise and how can we add value right now?


## 6. Define your implementation plan

Your content strategy is nothing without implementation, so defining this to match new circumstances needs to be a priority. You need to lay out roles, responsibilities, procedures and sign off processes, plain for all to see.



Example steps	Who's leading?	Details
Topic sign off		
Research		
Copy brief		
Copywriting		
Design brief		

<b>Asset design</b>		
<b>QA</b>		
<b>Measurement plan</b>		
<b>Tracking set up</b>		
<b>Publish</b>		
<b>Email</b>		
<b>LinkedIn</b>		
<b>Outreach</b>		
<b>Report</b>		

## 7. Track your performance

You need to be very specific about what you'd like to get out of your content and how it ties back in with those 3 key goals.

Wherever possible, apply the below three questions to every piece of content you produce.

<b>What do we want someone to do when they read, watch, or listen to our content?</b>	
<b>How can the content itself encourage that behaviour?</b>	
<b>What can we put in place to measure our performance?</b>	

