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## Growing Your Reach through Digital Marketing



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# Thinking About Content Strategy

# Building a Content Strategy




Your strategizing process isn't complete unless you account for content.

Channel	Audience	Description	Best Touch Points	Role it Plays	Benefit	Challenges
Owned 	Familiar	A touch point we control	<ul style="list-style-type: none"><li>• Products</li><li>• Mobile</li><li>• Websites</li><li>• Emails</li><li>• CRM</li></ul>	<ul style="list-style-type: none"><li>• Inform</li><li>• Educate</li><li>• Invite</li><li>• Engage</li><li>• Retain</li></ul>	<ul style="list-style-type: none"><li>• Full Control</li><li>• Low Cost</li><li>• Longevity</li><li>• Versatility</li></ul>	<ul style="list-style-type: none"><li>• Resource Heavy</li><li>• Time to Scale</li><li>• Trust</li></ul>
Paid 	New	External place where we can target our ideal users	<ul style="list-style-type: none"><li>• TV / Radio</li><li>• Print</li><li>• Display Ads</li><li>• Search Engines</li><li>• Sponsors</li></ul>	<ul style="list-style-type: none"><li>• Build Brand Awareness</li><li>• Drive Traffic to Owned Media</li></ul>	<ul style="list-style-type: none"><li>• Scale</li><li>• Reach</li><li>• Target Ideal Prospects</li></ul>	<ul style="list-style-type: none"><li>• Investment Heavy</li><li>• Crowded Space</li><li>• Lack of Trust</li></ul>
Earned 	Familiar	External place where users engage and discuss	<ul style="list-style-type: none"><li>• Social Media</li><li>• Blogs / Articles</li><li>• Viral Campaigns</li><li>• Non-Paid Press</li></ul>	<ul style="list-style-type: none"><li>• Listen</li><li>• Respond</li><li>• Cultivate</li><li>• Inspire</li></ul>	<ul style="list-style-type: none"><li>• Low Cost</li><li>• Authentic</li><li>• Collaborative</li><li>• Far Reaching</li><li>• Emotional</li></ul>	<ul style="list-style-type: none"><li>• Measurement Heavy</li><li>• No Control</li><li>• Can Be Negative</li></ul>

# Building a Content Strategy

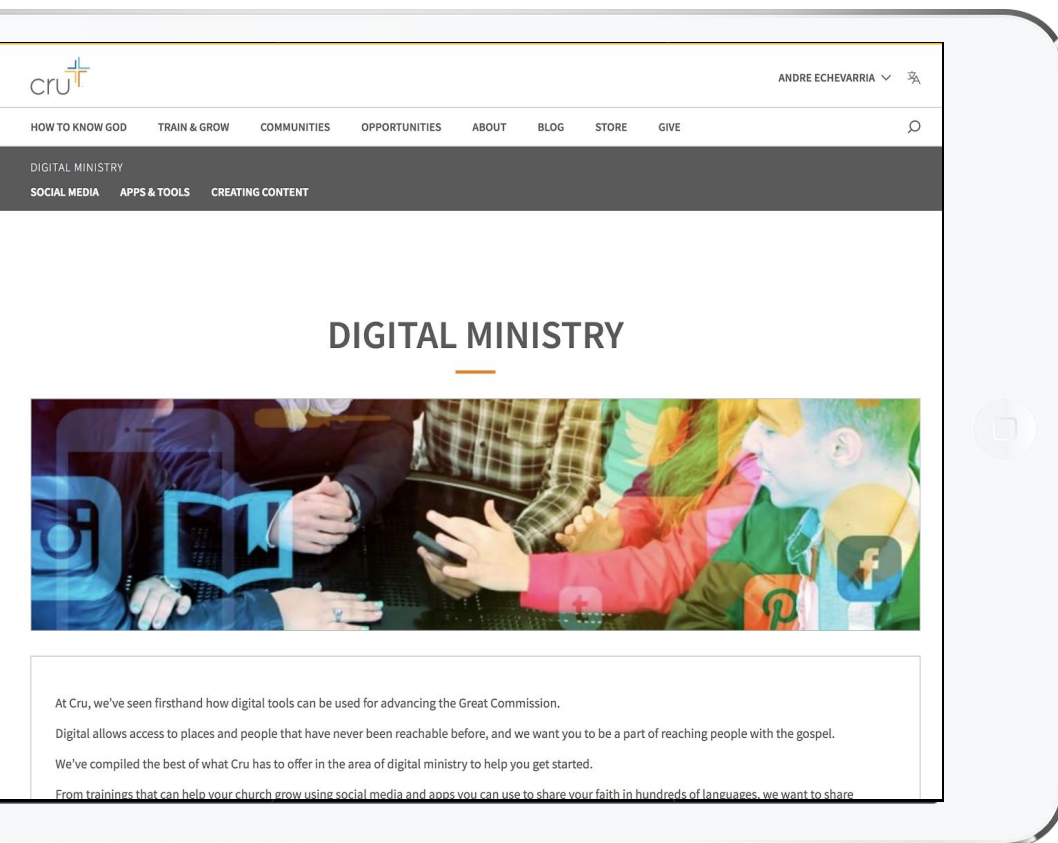
## Worksheet

Here is a worksheet you can fill out for strategy formulation.

Channel	Main Strategy?	Best Resources?	Desired Outcomes?	Success Metrics?
<b>Owned</b> 	<i>Example: Send Out Emails</i>	<i>Example: Latest Email Series</i>	<i>Example: Subscribe to Latest Email Series</i>	<i>Example: Emails Opens</i>
<b>Paid</b> 	<i>Example: Target Audience Monthly On Social Media</i>	<i>Example: Post Quizzes And Contests</i>	<i>Example: Share The Contest With At Least 3 Friends</i>	<i>Example: Completions And Shares</i>
<b>Earned</b> 	<i>Example: Ask Our Followers To Share Videos</i>	<i>Example: Latest Video Series</i>	<i>Example: Share The Video With At Least 3 Friends</i>	<i>Example: Video Views And Shares</i>

# Helpful Resources

[cru.org/digitalministry](https://cru.org/digitalministry)



## Cru.org Digital Ministry Page

We've compiled the best of what Cru has to offer in digital ministry to help you get started.

### What you'll find:



Ready-to-use content

Training Videos



Digital Outreach

Apps and Tools

Content Creation Tips



Videography How-To's

MARKETING

**Need More?**

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**[marketinghelp@cru.org](mailto:marketinghelp@cru.org)**



