Content Strategy for

By Jack Goodson

The Work of a Content Strategist

The Work of a Copywriter

To me, my role as a Content Strategist is to match a need (usually expressed as a search) with a solution.

This is the How.

To me, my role as a Copywriter is to match a solution to a need with language that makes it both recognisable and actionable.

This is the Who.

The Work of a Content Creator

To me, my role as a Content Creator is to match recognisable and actionable language with the optimal way of presenting it.

This is the Where.

How can We improve content?

The How –
Present it in New Ways

The Who –
Present it to the Right
Individuals

The Where –
Present it in New Places

The How

Present it in New Ways

Become a humanised thought leader

It's not a numbers game

When it comes to content, does not need a large reach. Performance and vanity metrics such as page views and likes are no indication of success.

Find the USPs and become the USPs

's current branding leans towards being overwhelming.

Find the USPs

and become the USPs

Who is if it does not differentiate itself from competitors?

We have two viable options:

We are <u>THE</u> Solution –

"This is the only way to ensure compliance with XYZ."

We are A Solution -

"But, we are the best amongst all solutions to ensure compliance with XYZ because of ABC."

Which Approach is Best?

The Second
Approach
Presented
as the First
Approach

- There's no shying away from
- being a solution among many
- That's why we must present
- 's solution as the best solution for particular reasons
- This differentiates and establishes the nature of its content strategy moving forward as we focus and then pivot around these differentiating factors
- But we can harness the power of both approaches to maximise our impact. For example, we alter our tone of voice to state: "We are the only construction management software solution that provides ABC to ensure compliance with XYZ "

Honestly, I'd need more time to determine this

And for that part, I'd need everyone's opinion

What are the ABCs?

However, one angle I believe worth exploring is the comparison to the 'old ways of doing things'

Let's talk of the times before these massive regulatory changes came in and present 's solutions as both familiar to the old ways, but it now brings this familiarity into the future.

This search is not limited to one made on a Search Engine. It includes:

Word of Mouth

Asking trusted colleagues for advice and recommendations

A Silent Search

When a solution seems to present itself out of nowhere

A Silent Search



Lead Generation

We find the client first. We demonstrate we understand their needs before those needs express themselves. By creating Pitch Deck templates individually tailored to a client

Lead Generation

Step One: Establish Thought Leadership

Analyzes social media activity and its impact on our bottom-line

Step Two: Develop Tailored Materials

Provides seamless team communications

Step Three: Anticipate Need

Delivers visual reports of content insights from various platforms

Step Four: Connect

Delivers visual reports of content insights from various platforms

A Silent Search



The Alice in Wonderland Approach

We know our clients are those in the construction industry. Thus, while they may not be searching for , they are likely searching for construction-related terms and topics.

- needs to further develop its content web and Knowledge Hub on the construction management industry
- Whilst I see this has begun to be developed on the Blog section of the website, I feel there needs to be more coherence to this, with defined sections that have:
 - Clear Call to Actions that lead the reader to find out more about the software
 - Internal linking strategy that boosts domain authority

The Who Present it to the Right Individuals

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Branding is beauty, and beauty is subjective

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and beauty is subjective

We should not aim to be art, but we should aim to be what art is:

appealing.

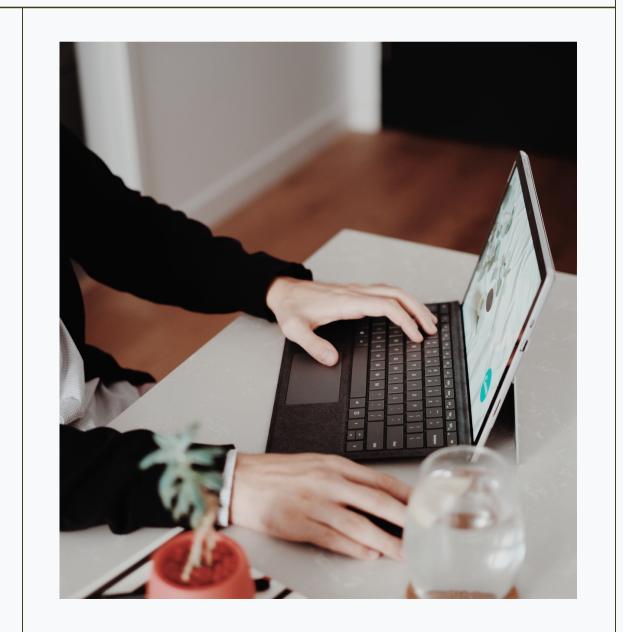
The Where

Present it in New Places

Quora

Reddit

Medium



Timeline of New Content Strategy

Research	Creation	Outreach	Launch	Optimization
		DEDACTED		