

# Content Strategy for

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# The Work of a Content Strategist

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.

# The Work of a Copywriter

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  
's  
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, *the How* 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**

*the How*'s current branding leans towards being overwhelming.

# Find the USPs

## and become the USPs

Who is **THE** : if it does not differentiate itself from competitors?

We have two viable options:

**We are THE 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 "

# What are the ABCs?

**Honestly, I'd need more time to determine this**

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

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

### **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.

### **Branding is beauty, and beauty is subjective**

's current branding leans towards being overwhelming.

# Branding is beauty,

**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**

**REDACTED**