



No.12

# THE CONTENT STRATEGY

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@RARAPR

#PRBYYOU

# THE CONTENT STRATEGY

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RARAPR.COM

EXPRESSION OF VALUE

AN EASY TO FOLLOW FORMAT.

TEMPLATES TO ASSIST YOU WITH ELEVATING YOUR  
APPROACH TO CONTENT.

PR LESSONS AND RATIONALE BACKED BY INDUSTRY  
EXPERIENCE.

UP-LEVEL YOUR BUSINESSES TOOLS.

SYSTEMISE YOUR CONTENT STRATEGY.

SUPPORT WITH CREATING A COHESIVE AND  
THOUGHTFUL CONTENT STRATEGY TO BUILD YOUR  
BRAND.

CLARITY ON WHAT CONTENT YOUR BUSINESS SHOULD  
PRODUCE IN A CROWDED CONTENT ECONOMY.

A STRATEGY THAT HELPS TO INFORM YOUR ONLINE  
AND OFFLINE STORY-TELLING AND REPUTATION.

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## THE CONTENT STRATEGY TEMPLATE EXPLAINED

The content strategy and templates are designed to guide you towards a more thoughtful, strategic and meaningful approach to content strategy. When you have a plan it diffuses overwhelm. And when you have a well executed content strategy; your ideal customers can more easily find you. There's quite a bit in this document; definitely don't get overwhelmed; just take on what you can, make it work for you, make it your own. It's all progress. This is yours to keep.

# **CONTENT STRATEGY**

BRAND NAME GOES HERE

# CONTENTS

**05**

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## **THE BRAND**

Masterbrand logo, secondary logo and usage explained.

**06**

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## **AVATAR**

Primary avatar, secondary avatar and usage explained.

**07**

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## **BRAND COLOURS**

Brand colours defined; including primary colours, secondary colours and shades of colours which together make up the brand colour family. As well as usage explained.

**11**

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## **FONTS**

Pre-set fonts to guide the font style of your brand. Usage explained.

**10**

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## **MOODBOARD**

A collage of images in a composition based on the mood of the brand visually. Various layout options provided to suit you.

# IN THIS CONTENT STRATEGY

05

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## PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

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## PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

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## PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

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05

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# **STEP #1**

**THE WHO**  
**THE WHAT**  
**THE HOW**  
**THE WHY**

# CONTENT TIP, GET CLEAR ON YOUR ABOUT STORY

## GET CLEAR ON YOUR ABOUT STORY

In order to PR a business well and essentially build a brand there are four things you need to clearly establish first. They are the linchpins to great content. They are the foundations of PRing a business well. They are the foundations of content strategy and must be executed consistently throughout all communication. Getting clear on these four things and filtering it through your content consistently is what helps turn a business into a brand.

### WHO ARE YOU?

WHO are you, what's your background and experience and what is your passion?

### WHAT DO YOU DO?

What type of business are you in? What is the industry category? What are the tangible results and outcomes of your work? The WHAT are your products and services.

### HOW DO YOU DO WHAT YOU DO?

The HOW is all about your process. How is your process different, unique and special? How do you reach the outcomes you do for your customers?

### WHY DOES IT MATTER?

Why does what you do matter to your customers? The WHY is your vision, your purpose, the impact to ones lifestyle and life that your business has. How are you different to your competitors and why should anyone care? What do you do that your competitors don't? What makes what you do matter? \*Be sure to check out our WHY Discovery Product to help you find your WHY if you don't already know.

When you know the answers to these you can better control the conversations around your business and communicate in a compelling way.









**STEP #2**

**DEFINE YOUR  
IDEAL  
CUSTOMER**

# THE ANATOMY OF A CUSTOMER

When approaching your content you need to consider who you are trying to reach. How old are they, where do they live, what are they inspired by, what are their problems and how does your business solve them. The below is a basic outline of the target audience profiling and the anatomy of a customer.



## Key Demographics

i.e. Key demographics  
Age range: 30 - 40  
Gender: 50% female, 50% male  
Location: Inner urban suburbs



## Psychographics

i.e. Seeks out creative experiences  
Feels loyal towards brands with values similar to their own  
Loves to be surrounded by beautiful, design-driven things  
Makes conscious consumer choices and cares about the environment.



## Challenges

i.e. Limited available income against cost of living  
Overwhelmed by choice and not sure where to invest  
Time poor and needs purchase decisions to be easy  
Can't afford the products or services that would support growth in business  
Not located close to product or service and time poor



## Problems you solve

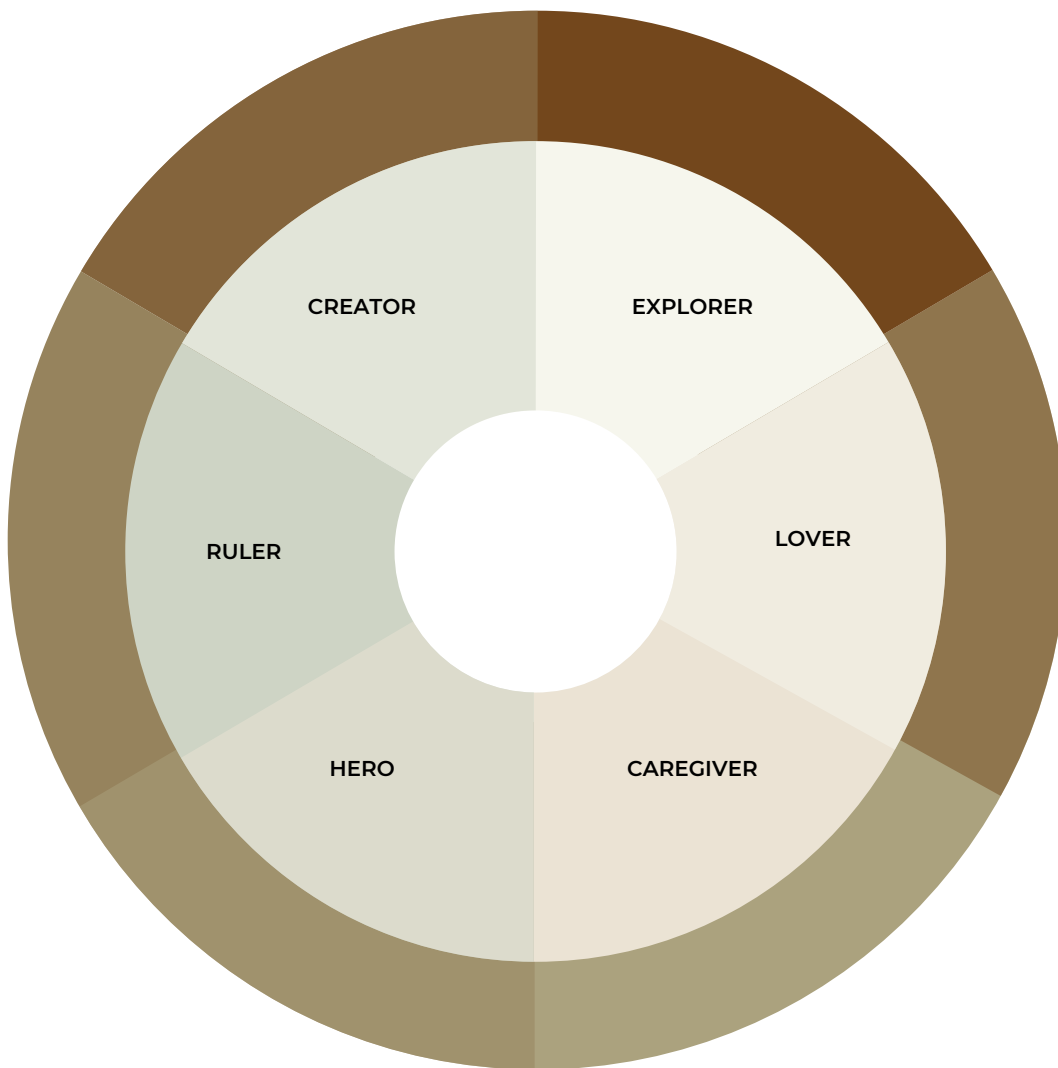
i.e. Educational videos to inform choices  
Incredible sales team to reduce decision making overwhelm  
Investment in your product or service helps customer to increase profit  
Affordable options to suit any budget  
Home delivery options; buy online





# DEVELOP YOUR CUSTOMER'S BRAND ARCHETYPE EXERCISE

The best way to communicate on behalf of your brand is to personify your brand by getting clear on the character traits of your ideal customer. People join brands because they see themselves in that brand. This is an overview of potential character traits of your ideal customer that you can harness and integrate into your brand's voice and communication.

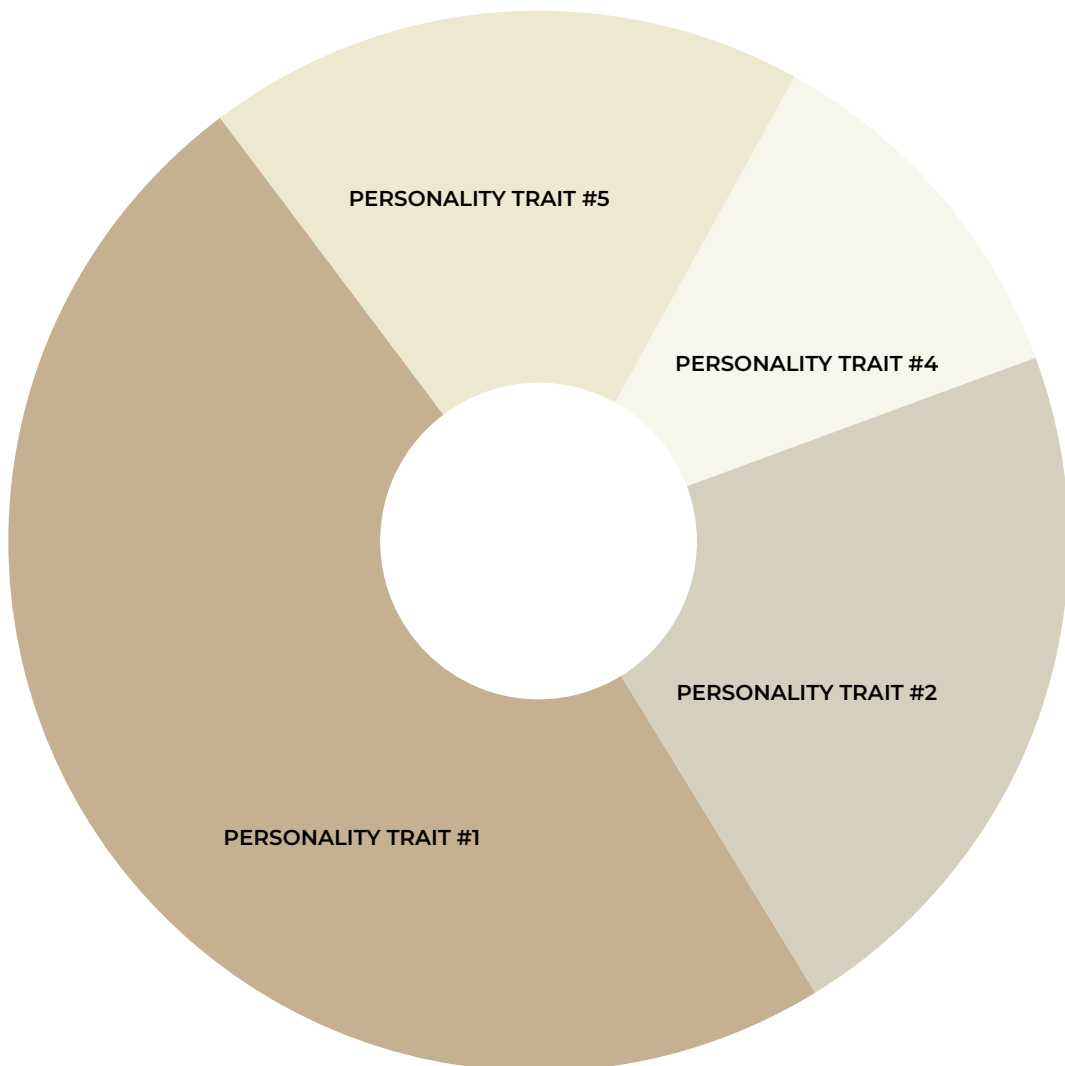


- Adventurous
- Authoritative
- Bold
- Conservative
- Cooperative
- Dependable
- Edgy
- Elegant
- Feminine
- Friendly
- Glamorous
- Healthy
- Helpful
- High Tech
- Humorous
- Imaginative
- Luxurious
- Masculine
- Modern
- Mysterious
- Neat
- Quiet
- Serious
- Sophisticated
- Spontaneous
- Strong
- Whimsical
- Warm
- Worldly
- Youthful



# DEVELOP YOUR BRAND PERSONALITY

In order to align your content and communication with your target audience, another helpful tool is to consider the breakdown of dominant personality traits of your target customer. Simply use the previous two pages as a guideline to identify your ideal customer's characteristics. You can split them into what is most dominant and adjust your content accordingly.



# DEFINE YOUR IDEAL CUSTOMER

## APPROACH

Review the previous two pages and then list below your target audience stats (anatomy of your customer) as well as their character traits.

### LIST TARGET AUDIENCE'S DEMOGRAPHIC DETAILS

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### LIST TARGET AUDIENCE TRAITS/PERSONALITY/BRAND ARCHETYPE

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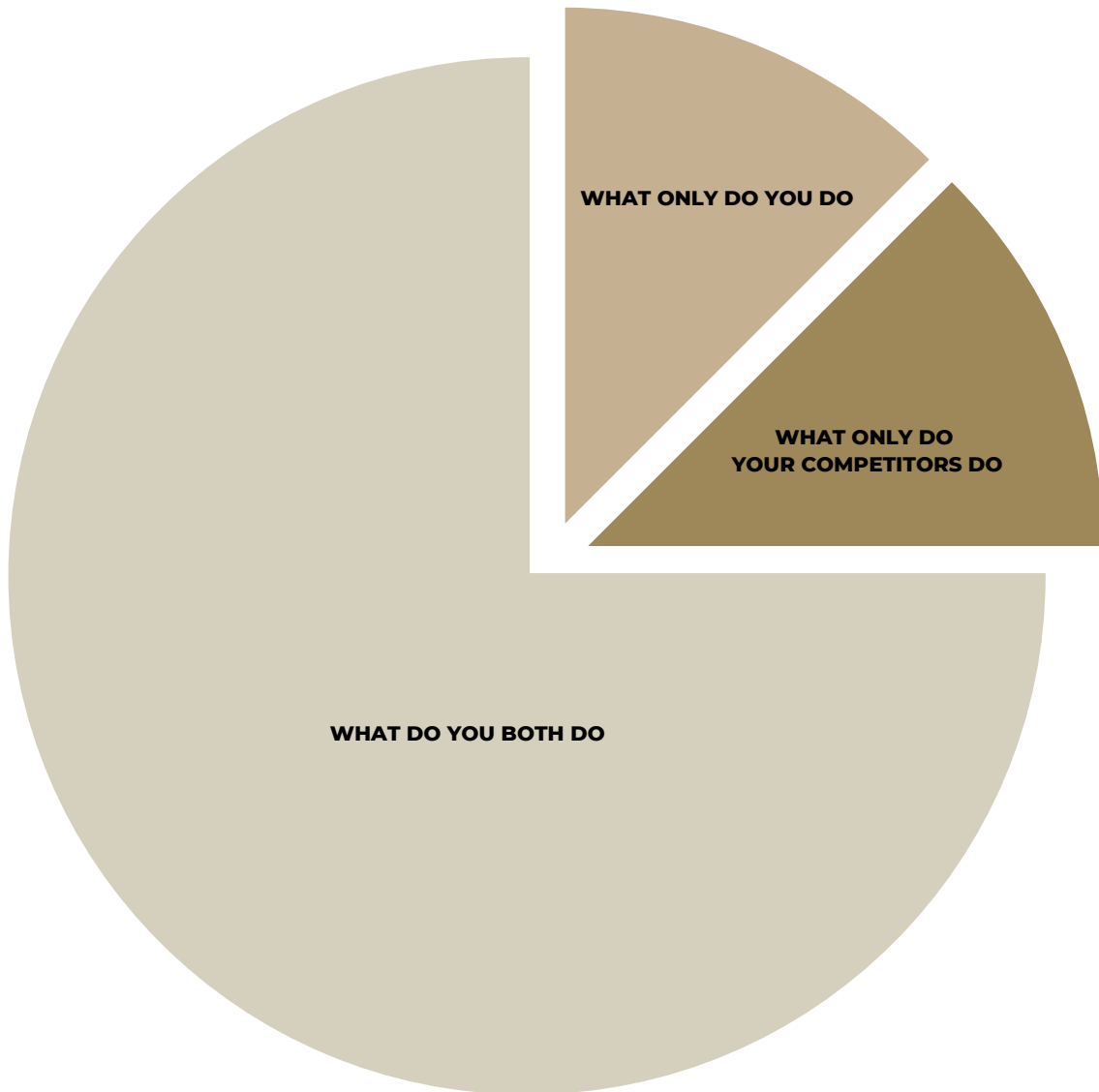
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# DEFINE YOUR UNIQUE SELLING PROPOSITION



Competitors are defined as those in your industry or category who are offering the same service. They might be more expensive, less premium, faster etc. They may also be 'perceived competitors', or those who keep trumping your Google ranking or social media search and follow, but who actually don't offer what you do.





## **STEP #3**

**HELP PEOPLE  
SOLVE THEIR  
PROBLEMS**

# PROBLEM SOLUTIONS

## APPROACH

Take some time to articulate all the problems your ideal customer has and the solutions your product and/or service provides. For every problem, articulate a solution. Or for every pain, try to list a gain that your product or service provides. This will inform the basis of your content strategy – "the problem/solution/benefit" approach. People seek content that solves their problems.

## PROBLEMS

## SOLUTIONS/BENEFITS

# PROBLEM SOLUTIONS

PROBLEMS/PAINS

SOLUTIONS/BENEFITS/GAINS



# CONTENT GENERATION FACILITATOR

## APPROACH

One of the important inclusions to your content will be answering frequently asked questions. They can form the basis of a blog or a short FAQ on your insta grid or Stories. People seek content that solves problems and if you can get clear on the problems your audience has and the questions that would lead them to you; then you'll have endless value-rich content ideas to integrate into your content strategy. Below write down as many common and frequently asked questions that people have when they want to know more about what you do and how you can help them.

E.G.

How much does your service cost?

Are there lock in contracts?

How can people go about booking your service in?

What's the best way to decide if the product or service is right for them?

What is your experience?

Can you define what you do exactly?

Where are you located, can I buy online?

- This is an additional facilitator to the pain and gain approach or problem/solution benefit content generator. Together they become powerful tools to unlock the content within you that will directly serve your audience.

## **STEP #4**

# **DEFINE YOUR PRODUCT/SERVICE SEGMENTATIONS**

# DEFINE YOUR PRODUCTS AND SERVICES

## APPROACH

It's important to get insanely clear on the products and services you sell. This is WHAT you do. This step is important for both B2B or a B2C businesses, and to both services based and product based businesses. It's important to get very clear on exactly what you sell. In order for people to buy from you; they need to know what you can give them. This becomes an important facilitator to your content marketing.

## TASK: LIST YOUR PRODUCTS AND SERVICES

# DEFINE YOUR PRODUCTS AND SERVICES

## APPROACH

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## TASK: LIST YOUR PRODUCTS AND SERVICES

# PRODUCTS AND SERVICE SEGMENTS

## APPROACH

Further to listing your products and services we take time to get specific on the product or service category differentiators. This helps with coming up with endless content ideas that keep your business and all it has to offer in the spotlight; remaining relevant without sounding repetitive. There are two examples below a service business and a product business. You can essentially do this for every key product or service in your business.

### PRODUCT CATEGORY:

E.g. #1: Public relations agency

E.g. #2: Luxury handbag

### SUB CATEGORY

E.g. #1: Interiors PR agency specialist

E.g. #2: Cross-body bag

### SERVICE CATEGORY

E.g. #1: Publicity and media relations

E.g. #2: Leather in various colours

### PRODUCT SOLUTIONS

E.g. #1: Builds brand awareness and recognition

E.g. #2: Carries all of the essentials, hands-free

### GEOGRAPHIC QUALIFIERS

E.g. #1: Melbourne, Victoria, Australia

E.g. #2: Worldwide shipping

**STEP #5**

**CONFIRM  
YOUR CONTENT  
PILLARS &  
CATEGORIES**

# CONFIRM YOUR CONTENT PILLARS

## APPROACH

Confirm your content pillars i.e. three to four main content buckets that will define your content. Feel free to use the examples below or evolve them so that they're relevant to your business.

PILLAR #1: Welcome to our brand, this is who we are and these are our products and services.

PILLAR #2: Community, connection and belonging. These are the people behind our brand.

PILLAR #3: Lifestyle; this is the way we live. This is what we're inspired by.

PILLAR #4: The trusted expert, education and everything we know. Giving back our knowledge.

# CLARIFY YOUR CONTENT CATEGORIES

## APPROACH

The content categories are the overarching content buckets your business will talk about. Some examples are below; however the content categories for each and every business are different. The best way to explain and decide on the content categories is by considering what would be in your business' magazine every month by way of content? Often these are guided by the blog categories on your website.

## CONTENT CATEGORIES

E.g.

Health and wellness

Design and interiors

Fashion and beauty

Food and hospitality

OR

Marketing and PR

Business and entrepreneurship

Productivity and leadership

OR

Categories can also include actual products. For example for a fashion apparel business the categories might also include tops, pants, jumpers, street style.



# CLARIFY YOUR CONTENT THEMES

## APPROACH

The content themes provide another layer of content buckets to fill. Just adjust them so that they're relevant to your business. Don't be overwhelmed if you can't develop these for your business; just use them as a reference; keep what you need and omit the rest. These are prompts to help inspire you to push your content brainstorm further.

## CONTENT THEMES

E.g.

Special events

Local surrounds/our neighbourhood

Our products and services

Our team/Our people/Our friends

Our collaborators/Our suppliers

Our process

Our clients

Our travels/inspiration

Behind the scenes

Our studio/where we work

## USAGE

Delete and add industries and themes relevant to your business.

## **STEP #6**

**LIST YOUR  
LEAD BUSINESS  
INITIATIVES &  
KEY DATES**

# LEAD BUSINESS INITIATIVES

## APPROACH

List the important initiatives happening in your business that are important to be acknowledged as part of the content strategy. These could be product launches, key marketing initiatives i.e. website launch or newsletter sign-up push, special events; anything that is a focus for the time period below and should be factored in as a consideration for the content strategy.

### 30 DAY FOCUS

### 60 DAY FOCUS

### 90 DAY FOCUS

### 12 MONTH FOCUS

# KEY DATES

JANUARY

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FEBRUARY

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MARCH

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SEPTEMBER

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OCTOBER

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DECEMBER

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# PROGRESS TRACKER



Define the who, what, how why



Clarify your ideal customer



Help people solve their problems



Define your product or service segments



Confirm your content pillars and categories



List key lead business initiatives and key dates

## **STEP #7**

# **PLAN YOUR CONTENT STRATEGY**

# CONTENT FLOW MAP

THE BLOG  
Frequency/Monthly

THE NEWSLETTER  
Frequency/Fortnightly

- Instagram
- Instagram Stories
- IGTV
- Reels
- Facebook
- Pinterest
- LinkedIn
- TikTok
- YouTube

## PROMOTIONS


## ACTIVE FUNNELS


# THE CONTENT STRATEGY

## CONTENT SOURCES

<input type="checkbox"/>	FACEBOOK	_____
<input type="checkbox"/>	INSTAGRAM	_____
<input type="checkbox"/>	IG STORIES	_____
<input type="checkbox"/>	IG REELS	_____
<input type="checkbox"/>	PINTEREST	_____
<input type="checkbox"/>	LINKEDIN	_____
<input type="checkbox"/>	BLOG	_____

## NOTES

Large empty rectangular area for notes.

## FREQUENCY OF POSTS PER PLATFORM DEFINED

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## NOTES

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# MONTHLY CAMPAIGNS

JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC

use this page to list your campaign goals for the month, define content topics, articulate calls to action and any offers or end goals.

**GOALS FOR THE MONTH**

**CONTENT TOPICS**

**CALLS TO ACTION**

**OFFER/END GOAL**

**NOTES**

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# THE CONTENT STRATEGY

THE WHO

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THE WHAT

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THE HOW

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THE WHY

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IDEAL CUSTOMER/S

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TONE OF VOICE

USAGE EXAMPLE

35 year old tone of voice  
32 – 42 year old target group  
Relatable/not pretentious  
Informative  
Professional  
Conversational tone  
Trusted source  
Caring and compassionate  
Supportive  
Friendly





# THE POST MIX

WHO WE ARE

OUR PROCESS

OUR PRODUCTS/  
SERVICES

BEHIND THE SCENES

LEAD BUSINESS  
INITIATIVE

OUR COMMUNITY

THE TRUSTED  
EXPERT

NEW BLOG/FAQ

KINDNESS &  
GIVING BACK

WHERE WE WORK

OUR PRODUCTS/  
SERVICES

NEW BLOG/FAQ

# THE CONTENT STRATEGY

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Berio te magnit ut aut volupta que magnam elestiurio  
iusdan voluptat ad eat earciis simpos mil mos as dolum,  
cumquam est, conserepel ipsam eos erat.

Veliquatur ad ma pratquiam sam fugit pore in  
cullanditius esci repelitae nonem ad quiss maio et eos  
evenisc idebit perumquam in ea endic to volorem sitio  
voluptae natia.

**BRAND NAME GOES HERE**

# CONTENT STRATEGY CHECKLIST



REVIEW THE DOCUMENT



MAKE A COPY



FOLLOW THE PROMPTS TO  
CREATE YOUR OWN  
STRATEGY



MAKE IT YOUR OWN, DELETE  
WHAT YOU DON'T NEED



TICK, YOU'RE ON YOUR VERY,  
MERRY WAY TO A MORE  
THOUGHTFUL AND STRATEGIC  
APPROACH TO THE CONTENT  
SURROUNDING YOUR BUSINESS.



# GET THE PR GOODS

For more PR goods be sure to visit our free resources page, sign-up to our newsletter and check out our shop for accessible PR options for you, your clients or your business at any stage of your PR journey.

[LEARN MORE](#)

raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

[WWW.RARAPR.COM](http://WWW.RARAPR.COM)