

CONTENT STRATEGY

ELEVATE CONTENT PERFORMANCE

When content marketing is guided by a thoughtful and comprehensive strategy, it amplifies your reach, accelerates your pipeline, and delivers measurable results.

Elevate the quality and performance of your marketing and sales content with a content strategy from DemandLab. Our unique, customer-centric process gives you the solid foundation you need to ideate, create, and promote content that's engaging, brand-aligned, and results-focused.

Why it matters

A content strategy is the first, critical step toward content marketing that is intentional, proactive, and measurably effective. The strategy-building process helps you identify your strengths, set priorities, and make the best use of your resources. Ultimately, your strategy defines success and lays out the roadmap for reaching it.

Our approach

We begin every strategic engagement with a deep examination of your organization's most valuable asset—your customer. Then we build a strategy that identifies the messaging, themes, channels, and brand voice that align with your company brand and your customers' needs and aspirations.

At the end of the process, you will have a solid foundation and a step-by-step plan for creating and distributing quality content that aligns with the customer journey and your business goals.

CONTENT STRATEGY DEFINES:

- **WHY** - Why create content?
- **WHAT** - What makes it valuable?
- **WHO** - Who is the audience?
- **WHERE** - Where can you reach them?
- **WHEN** - When is the right time?
- **HOW** - How do you communicate?

Marketers with a documented content strategy outperform their peers.

STRATEGIC SERVICES

Offered as integrated packages or individual service engagements, DemandLab's content strategy services are designed to give you the foundation you need to elevate your practice and see exceptional results.

PERSONAS. Through structured interviews with internal stakeholders and your customer base, we develop a **deeper understanding of your key market segments**, including who they are, what they care about, and why they buy.

KEY MESSAGING. We help you create **consistent, compelling stories about your organization** and messaging that communicates the unique value your solutions deliver to specific market segments.

BRAND VOICE. Through a guided discovery process, we identify and codify the **values, personality, and style factors that define your unique voice** and make your brand recognizable and relatable.

THEMES AND CHANNELS. We identify and develop the **ideas, content types, and delivery channels** that are most likely to connect with your audience, build trust, and attract new leads.

ACTION PLAN. Turn your strategy into a **step-by-step 6-month or 12-month content plan** that schedules the production and distribution of content to each market segment across preferred channels, including social, email, and search.

CONTENT SUCCESS STORIES INCLUDE...



15 YEARS OF CONTENT EXPERTISE

20 YEARS OF MARTECH EXPERTISE

8 CONTENT AWARDS

To discuss your content needs, please contact us at
contact@demandlab.com.



DemandLab, a technology-focused marketing consultancy, helps business leaders to unlock the potential of their marketing organizations to accelerate revenue and drive the customer experience (CX). Learn more at www.demandlab.com.

✉ contact@demandlab.com
www.demandlab.com

