



Every campaign requires a strategy. But not just any strategy - it should be well-rounded enough to initiate and sustain progress from start to finish.

Some marketers think they only need to lay out a couple of bullet points and everything's done. A marketing strategy, particularly one that thrives on content creation and distribution, needs to be carefully planned to ensure that your content not only effectively conveys a good message, but is also compelling enough to drive readers to perform an action.

The Content Marketing Institute suggests 6 crucial elements that need to be present in your content marketing strategy:

1. Well-defined targets

The key to [effective content marketing](#) is to be sharply focused. It's virtually impossible to successfully market to everyone all at once, so instead you may find it easier if you concentrate your efforts where you think you can move the needle most.

2. A deep contextual understanding

Regardless of who your target buyers are, it's going to be virtually impossible to create content that resonates with them until you understand the unique context of their situation. In addition to [knowing who your buyers are](#), you need to understand what they care about and what their path to making a purchase looks like.

3. Clear conversion goals

Once you understand who your target buyers are, what they care about, and the steps they take along their buyer journey, it's time to figure out what actions you want them to take as result of consuming your content. Each of those actions is a conversion. Your content strategy should be centered around a set of smaller conversion goals that will collectively help propel them through the buyer's journey.

4. Appropriate points of contact

Another important aspect of content marketing strategy is deciding how you are going to initiate conversations with your target buyers, and get them to be receptive to receiving your content offerings. Always consider your buyer and their context when selecting a method of contact, and it must be effective enough to drive whatever conversion goals you have set.

5. A process for alignment

The next step in developing your content marketing strategy is to figure out how to pull it all together — i.e., how to align your contextual understanding of your buyers and their journey with your conversion goals, the points of contact you are going to use to deliver your content, and the actual content you are going to create. The best way to do that is by creating a matrix that will help you keep track of all these moving parts.

6. The ability to scale

The last major point to consider when developing a content strategy is how to tackle one of the biggest challenges many B2B content marketers say that they face: producing enough content to satisfy their buyers' appetite. The best way to do so is by building a plan for repurposing, repackaging, and recycling the content you create for ongoing use.

Read the full article at [6 Key Elements of an Effective B2B Content Marketing Strategy](#)

