

Crafting a
Killer
Editorial
Strategy

with Wordpress



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Context



Context

Tactics



Context

Tactics

Tools



What is *Editorial Strategy?*





Objectives

Target Audience

Objectives



Content Types

Target Audience

Objectives



Content Types

Target Audience

Objectives



Funnel Alignment

Content Types

Target Audience

Content Themes

Objectives



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Content Types

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Content Themes

Objectives



Funnel Alignment

Topics

Content Types

Target Audience

Content Themes

Objectives



Funnel Alignment

Topics

Keyword Targeting

Content Frequency

Content Types

Target Audience

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Objectives



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Topics

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Target Audience

Content Themes

Objectives

Channels



Funnel Alignment

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KPIs

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Channels



Keyword Targeting

Funnel Alignment

Topics

Editorial Tactics



Assess

Your current strategy



Assess

Your current strategy

- Most (& least) engaging content
 - Top (& bottom) traffic drivers
 - Content gaps
 - Customer response
 - Top linked/shared
 - ROI



Assess

Competitor strategies



Assess

Competitor strategies

- Top-performing content
- Funnel focus
- Channels
- Topics
- Types



Align

Your goals



A whole pineapple with its green crown of leaves sits on a dark wooden surface. The background consists of horizontal wooden planks. The lighting is dramatic, with strong shadows cast to the right of the pineapple.

Align

Your goals

- What are you trying to achieve?
- Does your current strategy achieve your objectives?
- Which channels/content types will best achieve your objectives?

Align

Your capabilities



Align

Your capabilities

- What do you (or your team) have the bandwidth to produce?
- What's your budget?
- What can you justify to stakeholders?



A photograph of a rocky coastline with the ocean. A single pineapple is placed on a large, light-colored rock in the foreground. The background shows more rocks and the sea under a cloudy sky.

Define

& document editorial mix.

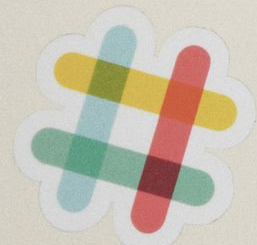
- Evergreen
- Timely
- Promotional
- Thought leadership
- Sales support
- 70/20/10

Execute

**your editorial
strategy.**



Editorial Tools

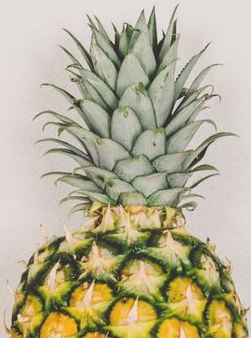


Content Audit



Content Audit

Edit Flow



Content Audit

Edit Flow

CoSchedule



Content Audit

Edit Flow

CoSchedule

Momently





Thank you!

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<http://bit.ly/WPeditorial>





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