



# How to build your content strategy in 8 minutes

*A resource for wineries and breweries*

Even if you already own and post to a social media account or have a team that posts for you, it always helps to ask yourself: **is your content converting?** Building a content strategy will not only help create clarity in your day-to-day tasks, it will help your team focus.

A content strategy is not just your Social Media, Email, SEO or Blogging strategy, it **encompasses all of these marketing assets.**

One of the biggest marketing mistakes businesses can make is pushing out social posts with no intention. Do you find yourself all too often caught up in the day-to-day tasks and pushing content on your social media feed in a last-minute rush? With just a hope that the post brings traffic to your site or followers to the page?

*Cue the groans. We've been there too!*

The main reason a content strategy holds so much value is because it requires you to sign off on:

- **SMART goals built with intention and measurements**
- **Your business's story and voice**
- **What actions will make you succeed**

## 1. DEFINE YOUR GOALS

We all know the importance of goals. Simply put, a goal gives you a long-term vision and a short-term motivation. The reason SMART goals are so important is because they make you accountable by defining measurable and time bound factors.



Spend the next minute filling out your top #3 SMART goals here

#1

#2

#3

If you're new to writing SMART goals check out our extended post [spotlight.outshinery.com/2018/5/8/how-to-set-smart-goals](https://spotlight.outshinery.com/2018/5/8/how-to-set-smart-goals)

## 2. IDENTIFY YOUR PERSONAS

In order to align your content with your goals you need to know your customer! To get in the right mindset you'll want to **create two or three personas that genuinely reflect a top customer of yours**. Give them a name, a family, a job - the more realistic you can be, the better you can identify their needs. These personas will help you both understand your customers and better solve their problems. And when you solve their problems, everyone wins.



Spend the next 3 minutes identifying your personas

For each persona can you answer:

What is their name?

What is their favorite varietal?

What is their monthly wine budget?

What are they currently searching for?

Do they shop at the local liquor store, tasting room and/or online?

How can I make their purchase even easier?

## 3. BRAINSTORM CONTENT IDEAS

Here's where it gets **fun, fast and visual**. You'll want a post-it-note pad, pen and a blank wall. We recommend you brainstorm ideas based on your sales funnel.

Ask yourself, how do I create content that converts?

You'll want to refer to your goals to ensure your content is set up to **create a connection or conversion**.



Spend 1 minute brainstorming your content ideas

Now that you have identified your personas, try answering the prompts below:

Identify pain points

Describe needs

Google keyword planner

Research competitors' keywords & content

Review industry news blogs

Check out Quora

AWARENESS	PERFECT FOOD PAIRINGS	GIVE MUM A BUNCH OF ROSES	WHAT CLASSWARE SHOULD YOU USE?
INTEREST	10 THINGS TO DO NEAR OUR TASTING ROOM	MEET OUR WINEMAKER	MEET OUR WINEMAKER
DECISION	SAVE ON SHIPPING + VISIT OUR TASTING ROOM	HOW-TO FROZE	TASTING NOTES
ACTION	@WINE ENTHUSIAST REVIEW	MEET OUR WINEMAKER	MEET OUR WINE CLUB MEMBERS

Map out content ideas following your sales funnel.

## 4. PLAN YOUR CONTENT BY TYPE

It's now time to look at you and your team's ability to work out what types of content you can produce. Do you have a freelance writer or can you write content yourself? Do you have quality images for your social feed or will you iPhone images suffice? **These are all important questions to ask yourself when looking at what kind of content you can, and want to create.** Referring back to your sales funnel, here's a list of content types you can build:

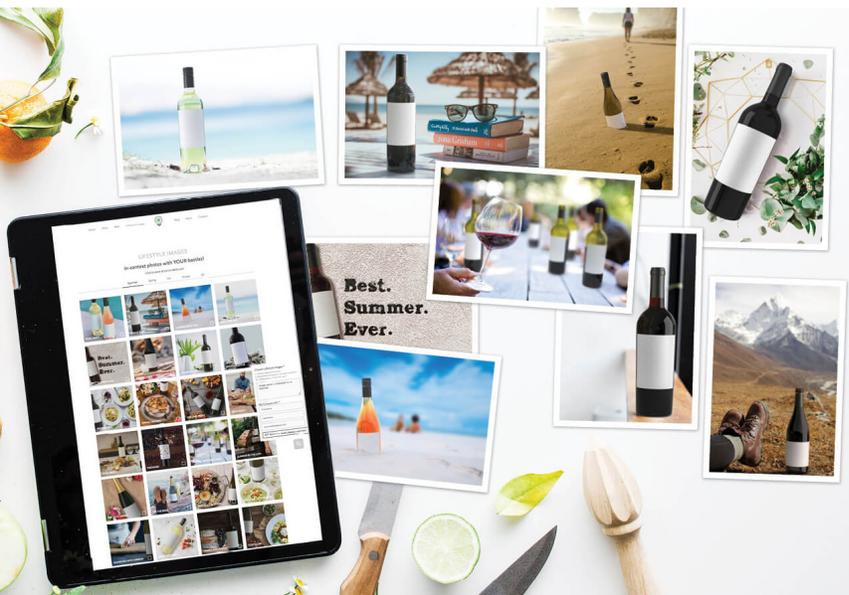
**Awareness:** blog posts, social media, imagery, banner ads

**Interest:** sponsored ads, data reports, how-to guides, influencers

**Decision:** case studies, testimonials

**Action:** detailed product info, more case studies

Luckily there are services like Outshinery, Unsplash, Canva, Hootsuite and Later to give you a helping hand when it comes to imagery, design and scheduling. While there are a plethora of aids you can turn to, it really comes down to what your team can manage. In our experience, **a picture speaks a thousand words** and if you have a library of beautiful images ready to go, putting aside an hour window each week means you or your team can get social posts out for the next seven days.



### *Want to give your product that special glow?*

Outshinery is an online platform that can handle everything from lifestyle images and web banners to bespoke product videos. We know our online services are **10 times faster** and **50 percent cheaper** than a traditional photographer. Not convinced? OK, naysayer, businesses are encouraged to place a free test order to see the magic for themselves.

No strings attached. Really.

**TRY US FOR FREE!**



Spend 1 minute matching your content ideas and types

Work out what you want to see your team create. Then spend the next thirty seconds confirming the details.

## 5. MANAGE YOUR CONTENT

Now your content is live, it's time to give yourself a high five and **get your analytical hat on**. Remember those SMART goals you wrote earlier?



Spend 1 minute writing your to-do list of actions that need to be set up

Check-in and confirm:

Does your content have a clear call-to-action (CTA)?

Is your CTA hitting your target or should you adapt to a different goal?

Are you tracking the click-through-rate (CTR)?

Have you built in retargeting ads in Facebook ads manager?

Do you have automated emails or live chat automation targeting users who are on specific pages?

Can you determine your return on investment (ROI)?

**If you've ticked yes for one or more of the above questions, well done!**

It's not easy managing your content but, tracking and tweaking your content to reach your goals will ensure your content converts 24 hours a day, 7 days a week.

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## RECAP

When building your content strategy keep it simple by:

- Setting clear and SMART goals
- Know your personas; their wants, pain points and points of sale
- Brainstorm your content ideas regularly to ensure they tie in with your goals
- Have all your assets, like bottle shots and lifestyle images, ready to go to save time
- **Claim your free test shot via [outshinery.com/free](https://outshinery.com/free)**
- Analyze your content weekly to ensure your CTA is working. If in doubt, test variations!
- Print out your goals and personas so they stay top-of-mind for you and your team

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**Outshinery's mission is to empower the alcohol industry  
with visual assets to help them sell more.**

Bottle shots - Lifestyle images - Video content

**READ WHAT OTHERS ARE SAYING!**

*Questions? Email us at [info@outshinery.com](mailto:info@outshinery.com)*