

# CONTENT STRATEGY



“Content is King.” -Bill Gates

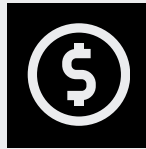
## What is content strategy?

Content strategy is the art and science of planning, creating, and managing content to meet an organization's goals while delivering value to its audience.

A successful content strategy focuses on building a cohesive narrative across various platforms

It leverages data-driven insights to guide the creation and distribution of content, enhancing its visibility, engagement, and impact. This process involves everything from SEO optimization and keyword research to content audits and editorial planning.

By aligning content with business objectives and audience needs, content strategy helps organizations build stronger connections, foster trust, and drive measurable results.



## Salary

Payscale



## Skills

- Content planning and development
- SEO and analytics
- Audience research
- Editorial skills
- Project management
- Digital marketing
- Content governance
- ...and more!



## Growth

The United States Bureau of Labor Statistics (BLS), projects that employment for content strategists will grow by **10%** by 2031, which is faster than the average growth for other occupations.

**As a content strategist, your role is to ensure that every piece of content aligns with the organization's brand, mission, and objectives while meeting the needs of the target audience.**



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