

Social Media Content Strategy Roadmap, Cheat Sheet & Workbook



What do we mean by content strategy?

Developing a good content strategy means answering the question: "How can I grow my business by giving valuable content to people?"

But many entrepreneurs find it challenging to create enough content to establish their presence online, or they struggle to understand the value behind the content they have to offer.

This PDF is meant to make your life easier. If you follow through with each step, you'll generate a complete content strategy for your business that will help you create content for months ahead while growing your audience in the process.

We recommend printing out the worksheets and content grid and keeping them close by as a reference once you filled them.

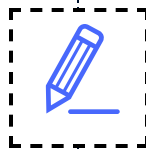
You can use these steps for any type of content on any social network, or even on other platforms like your website or the Clubify community app.

Roadmap



Step 1: Research

Understand your audience and your competitors.



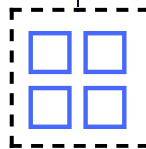
Step 2: Brainstorm

Be honest about your interests and abilities and start writing down ideas.



Step 3: Choose

Choose **two** online platforms to focus on.



Step 4: Organize

Use the **Content Grid** to easily generate your content strategy for the coming months.



Step 5: Schedule

Batch create your content and start scheduling. By then, you'll have a clear content strategy to grow your business. **Congrats!**

Step-by-Step Overview



Step 1: Research your audience and your competitors

Research is a crucial part of developing a successful strategy for your content so it's important not to overlook it.

There are two sides to good research: the first is understanding things related to your own business and audience, and the second is understanding what other people are doing. People occupying the same space as you (maybe they offer a similar service or attract the same kind of people) are your competitors.

Looking at other people's content strategies and understanding what works and what doesn't is an incredibly powerful way to get inspiration for growing your business.

In the **Research Worksheet**, you'll find questions there to guide your research and make sure you accumulate valuable information that will help you create content and grow your audience.

Take the time to write down your answers and keep them close, you'll refer back to them as you make your way through the following steps.



Step 2: Brainstorm ideas for your business

Now that you've accumulated some valuable information, it's time to dive deep and take a look at yourself and your business.

The most important thing in doing this step is honesty. Try not to lie to yourself. For example, don't try to convince yourself that you enjoy using a particular social network or that you are ok with creating a certain type of content just because you think that's how you should feel.

Be honest with yourself. It's better, to be honest now and start taking appropriate actions than to lie to yourself and end up giving up down the line because of unrealistic expectations.

The **Brainstorming Worksheet** has questions to help you do some introspection. by answering these questions, you'll look at your strengths and weaknesses and you'll get you started in uncovering ideas of topics and type of content you could focus on.

Step-by-Step Overview



Step 3: Choose your communication channels

Now that you have all this information in hand, it's time to start making some decisions.

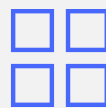
As much as it's hard to admit, it's not realistic to think that you'll be able to build a strong online presence on all social media networks.

Especially at the beginning, it's important not to spread yourself too thin. One common mistake many entrepreneurs make with their content is not making it platform-specific. They create content and then share it everywhere equally.

Unfortunately, this method rarely works. The most successful content is usually tailored specifically for the platform it's posted on.

That's why I recommend focusing on only 2 platforms at first. You might be able to stretch this to 3 but do your best to limit yourself.

Use our **Social Platforms Cheat Sheet** to help you keep in mind which networks are a good match for you according to the information you gathered in steps 1 and 2.



Step 4: Organize your ideas with the Content Grid

Use the **Content Grid** to easily generate your content strategy for the coming months.

Here's how to use the Grid:

- On the top right corner, write down the two social platforms you'll be focusing on.
- Fill the first row by writing down the types of content you'll be creating (short videos, infographics, etc...).
- Fill in the first column by writing down the main topics your content will cover (refer to your answers in step 2).
- Now, go to any empty square on the grid. See in which row and column it is. Can you come up with an idea based on the specific content type and topic that square is on? Write down a few words for you to remember your idea and write down the number of the social platform you'll post it on (according to what you wrote in the top right corner).

We included an **example grid already filled out** to give you an idea of what it should look like once you'll be done.

Step-by-Step Overview



Step 5: Batch create & Schedule your content

Now that you have a grid full of great content ideas, that you know in which format you'll create it, and know where to post it, it's time to start creating.

We encourage you not to create one piece of content at a time, but to start batch creating. This idea can sound scary at the beginning but in fact, it's a huge time saver. Here's why.

Once you start seriously growing online thanks to the content strategy you're implementing now, you'll reach a point where you won't have the time to do the things that helped you grow in the first place.

In other words, you don't want to be thinking about creating content for social media when you're managing a ton of new clients!

That's why it's important to create your content when you have that time and to make sure you have enough content to keep you active on social platforms, even when things get very busy.

Once you're done batch creating, it's just a matter of using appropriate tools to schedule your posts at a pace that you can consistently maintain.

Don't believe all the gurus out there urging you to burn yourself out by posting an unrealistic amount of content.

Set your own pace. Establish a routine with your audience. After some time, you can always make an honest assessment by looking at what's working and what isn't, and adjust your content strategy in consequence.

When you schedule, go from square to square on your grid and see on which network you planned to post that specific piece of content.

You might notice when looking at your completed grid that some squares contain ideas for more than one post, and for more than one platform. Keep note of this for the next time you land on that square.

Going from square to square will ensure there's consistency in your content while not becoming repetitive. Try different orders for covering squares on your grid (follow diagonal lines for example) and see what seems to work best for you.

Once you've gone through all the squares once, repeat the process, either by filling in a new grid or creating variants on the content ideas you already used.

Research Worksheet

- **Where is your audience spending time online?** Write down social networks but also specialized forums and other platforms.
- **How big or small is your niche?** (If your niche is small, you might want to focus on more specialized networks and forums to reach your ideal audience.)
- **Who are your main competitors?** Choose 3 or 4.
- **How do they communicate with their audience?** Write down things like mailing lists and webinars, or anything that allows them to speak directly with their audience.

Research Worksheet

● **To your knowledge, on which platforms are your competitors publishing the most content?**

● **What type of content are they posting?** (Text, videos, pictures, audio...)

● **Which type of content seems to get a higher response from their audience?**

● **What topics do they talk about?**

● **Which topics seems to get a higher response from their audience?** List any topics generating strong responses, whether they are positive or negative.

Research Worksheet

● **How do people find them?** Do they use hashtags? Do they seem to focus on specific keywords for SEO? List all your findings here.

● **Which platforms are your competitors NOT present on?**

● **Do you have a potential audience on these platforms?**

Brainstorming Worksheet

- **How is your product or service best explained?** (Pictures, graphics, text, videos...)
- **Which platforms and social networks are you most familiar with?**
- **Of these, which ones do you enjoy using the most personally?**
- **What type of content is the easiest for you to create?** (Text, videos, pictures, audio...)
- **What type of content is the hardest for you to create?** (Text, videos, pictures, audio, graphics...)

Brainstorming Worksheet

● **What topics can you cover that are similar to those covered by your competitors?**

● **What topics can you cover that are different than those covered by your competitors?**

● **If you've listed hashtags in the Research worksheet, which of these could you use for your business? Make a list.**

● **Any other hashtags you'd like to use or create?**

● **What actions do you want your audience to make when consuming your content?** (Signup to your mailing list? Visit your online store? Buy your course? Book a call?)

Social Platforms Cheat Sheet

This cheat sheet provides a very broad overview of some of the main pros and cons of various social platforms. It's intended to help guide your choice of platforms to focus on once you accumulated enough data in Step 1 and 2 to make an educated choice.

Network	Pros	Cons
Facebook	<ul style="list-style-type: none">• FB groups are great for community engagement.• Good way to reach people from older generations• Good for sponsored posts and ads	<ul style="list-style-type: none">• The younger generations are moving away from FB• Low organic reach
Twitter	<ul style="list-style-type: none">• Good organic reach with use of hashtags• Home of many large communities of people in a variety of fields	<ul style="list-style-type: none">• Can be confusing to use efficiently• Need to post often to get noticed
LinkedIn	<ul style="list-style-type: none">• Good organic reach• Great for professional and corporate networking• Strong written content does well	<ul style="list-style-type: none">• Very marketing-oriented type of content
Instagram	<ul style="list-style-type: none">• Great for visual content• Decent organic reach with the use of hashtags• Written content can also do well	<ul style="list-style-type: none">• Limited to 1 link in the profile.• Difficult to market things without enough followers
Tik Tok	<ul style="list-style-type: none">• Great creator tools for short form videos• Lots of organic reach• New - there's still room to grow before it gets saturated	<ul style="list-style-type: none">• Reaches mostly a very young demographic• Low quality of content, though this is starting to change
Quora	<ul style="list-style-type: none">• Great for connecting with real people's problems and finding new content ideas	<ul style="list-style-type: none">• Written content only• Needs time for researching good questions

Social Platforms Cheat Sheet

Name	Pros	Cons
Medium	<ul style="list-style-type: none"> • Ideal for writers or bloggers. • Can replace a personal blog • Possibility of monetizing with the Partner Program • Can be used to grow your email list 	<ul style="list-style-type: none"> • Written content only • Need to abide by the Medium rules • The platform is in constant change, for better or for worst
Substack	<ul style="list-style-type: none"> • Ideal for writers or bloggers. • Acts as an alternative to an email list and personal blog combined • The subscription model allows you to monetize your list 	<ul style="list-style-type: none"> • It can take a while to build up your list • To find subscribers, you'll need to promote your newsletter on other social platforms
YouTube	<ul style="list-style-type: none"> • Best platform for anything video-oriented • Possibility to monetize your channel • Has it's own ecosystem with decent organic reach 	<ul style="list-style-type: none"> • The algorithm doesn't always favour the best content • Can be challenging to keep up with the quality of content some creators are publishing
Reddit	<ul style="list-style-type: none"> • You can find threads about anything and everything on Reddit • Great for discussing niche topics • Great for community building 	<ul style="list-style-type: none"> • Can be difficult to find quality threads and subreddits • Takes time to build a community on Reddit
Clubify	<ul style="list-style-type: none"> • Great for any type of content • You have a direct connection with your audience • You make the rules of your club, no need to follow anyone else's vision 	<ul style="list-style-type: none"> • You'll need to introduce the app to your audience
Specialized Forums	<ul style="list-style-type: none"> • Great if you're looking to reach smaller communities or a specific type of people 	<ul style="list-style-type: none"> • It can take time before gaining the trust of people in specialized communities
Personal Blog	<ul style="list-style-type: none"> • Post any type of content you like and make your own rules 	<ul style="list-style-type: none"> • You will need strong knowledge in SEO to attract people to your site through Google • It can take a long time before making money from your blog

The Content Grid

Platform #1 : Instagram

Platform #2 : Linkedin

Here's an example of a Content Grid filled out in the context of a **Health and Fitness business**. The numbers in the circles represent which platform this content should be posted on according to what's written in the top right corner.

Content Type →	<i>Pictures of our gym</i>	<i>Short videos</i>	<i>Written content</i>	<i>Pictures of our products and merchandise</i>	
Topics ↓					
<i>Personal Stories</i>	How we started our gym (1)	Vlog on a typical day at the gym (2)	Student success story writeup (2)	The story behind our brand (1)	
<i>Having a healthy diet</i>	What to eat when training at the gym (1)	Cooking healthy snack recipe (1)	How to drastically improve your diet (1)	Our beliefs about a healthy diet (2)	
<i>Exercises & Workouts</i>	Talking about our unique workout (2)	Explain a few exercises from our training program (1)	Pros and cons of certain types of workouts (2)	Pictures of us training and wearing our clothing line (1)	

The Content Grid

Platform #1 : _____

Platform #2 : _____

Content Type →					
Topics ↓					

Batch Creation & Scheduling Cheat Sheet

Google provides all the tools you need to start batch creating your content and scheduling it manually.

Google Drive



Google Sheets



Google Calendar



Here are a few pointers to help you get started:

- Create a Google Sheet document where you record all the hashtags you'll use. You can create different groups of hashtags according to the platform, the content type, and each specific topic.
- Create a Google Drive folder where you'll keep all your media. Using Google Drive allows you to have your pictures and videos accessible on all your devices.
- Use Google Calendar to schedule your post. You can assign numbers to each square on your content grid so you can easily keep track of when to post what on Google calendar.
- Set notifications and alarms for you to keep track of what to post, where, and when.

Did you find this useful? Let us know!

Let us know what you think by reaching out to us on social media or directly by email. We love to hear from you!

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