Content Strategy

Here's a prompt chain that can help you draft a content strategy for your new business, product, book or just about anything. It helps streamline the creation, organization, and distribution of relevant content, complete with a step-by-step workflow to ensure consistency, clarity, and measurable results. Works best with SearchGPT so it can pull in relevant information.

```
[PRODUCT NAME]={The name of the product}
[TARGET AUDIENCE]={Primary audience or customer segment (e.g., "Small business owners")}
[KEY GOALS]={Main objectives (e.g., "Increase brand awareness", "Boost sign-ups")}
[CONTENT FORMATS] = (e.g., "Blog posts", "Webinars", "Infographics")]
CONTENT PILLARS={Core thematic areas (e.g., "Product tutorials", "Industry trends", "Customer
stories")}


~
"Step 1: Define Core Strategy"
1. Clearly identify the {PRODUCT_NAME} and its unique value proposition.
2. Specify the {TARGET_AUDIENCE} and their key pain points.
3. Align {KEY_GOALS} with audience needs and define measurable success metrics.


~
"Step 2: Establish Content Pillars"
1. List {CONTENT_PILLARS} aligned with the product's unique selling points and audience
interests.
2. For each pillar, detail the core message and key takeaways.


~
"Step 3: Content Format Selection"
1. Choose {CONTENT_FORMATS} that best engage the {TARGET_AUDIENCE}.
2. Assign each chosen format to one or more {CONTENT_PILLARS} to ensure variety and
consistency.


~
"Step 4: Content Calendar & Frequency"
1. Create a monthly calendar with deadlines for each content piece.
2. Specify a consistent posting frequency (e.g., weekly blog posts, monthly webinars).
3. Ensure each pillar is represented at least once in each content cycle.
```

```
~
"Step 5: Content Ideation & Outlines"
1. For each {CONTENT_PILLAR}, generate 3-5 specific content topic ideas.
2. Provide brief outlines (3-5 bullet points) for each topic to guide content creation.


~
"Step 6: Distribution & Promotion Plan"
1. Identify top channels (e.g., website, social media, email) for reaching the
{TARGET_AUDIENCE}.
2. Assign each content piece to distribution channels and outline promotional tactics (e.g.,
teaser posts, email newsletters).


~
"Step 7: Performance Tracking & Analytics"
1. Link each content piece to performance metrics (e.g., page views, sign-ups, shares).
2. Plan for regular reporting intervals to assess progress toward {KEY_GOALS}.


~
"Step 8: Review & Refine"
1. Evaluate recent content performance against success metrics.
2. Identify which pillars, formats, or channels need adjustment.
3. Propose actionable refinements for continuous improvement.
```

Instructions for Variable Replacement: Before running the prompt chain, replace the placeholder variables {PRODUCT_NAME}, {TARGET_AUDIENCE}, {KEY_GOALS}, {CONTENT_FORMATS}, and {CONTENT_PILLARS} with your actual details

Usage Guidance: (Each prompt is separated by ~, make sure you run them separately, running this as a single prompt will not yield the best results. You can pass that prompt chain directly into tools like Agentic Workers to automatically queue it all together if you don't want to have to do it manually.)

Reminder About Limitations: This prompt chain provides a structured blueprint for content strategy planning. However, it may not account for all context-specific factors like competition, resource constraints, or evolving market conditions. Always review and refine the outputs to align with your brand's unique circumstances.