# CONTENT STRATEGY FRAMEWORK SAMPLE

**2 — AUDIENCE**

Develop 2–4 key personas. Examples:
- Legal Firm Partner: Needs fast, certified legal translation in multiple languages.
- Marketing Manager at SaaS Company: Needs localized landing pages & emails for international campaigns.
- Immigration Consultant: Needs high-volume document translation with cultural sensitivity.

**4 — CONTENT FORMATS**

Match format to buyer journey stage:
Stage & Content Type
- Awareness: Blog posts, explainer videos, SEO guides
- Consideration: Case studies, whitepapers, comparison charts
- Decision: Testimonials, demo videos, ROI calculators
- Post-sale: Onboarding guides, FAQ content, support docs

**5 — DISTRIBUTION**

- SEO: Focus on high-intent keywords (e.g. "certified Spanish to English translation")
- Email: Nurture sequences for leads by industry
- LinkedIn: Thought leadership & client success stories
- Paid Ads: Retargeting ads with testimonials or free quote offers

**1 — GOALS**
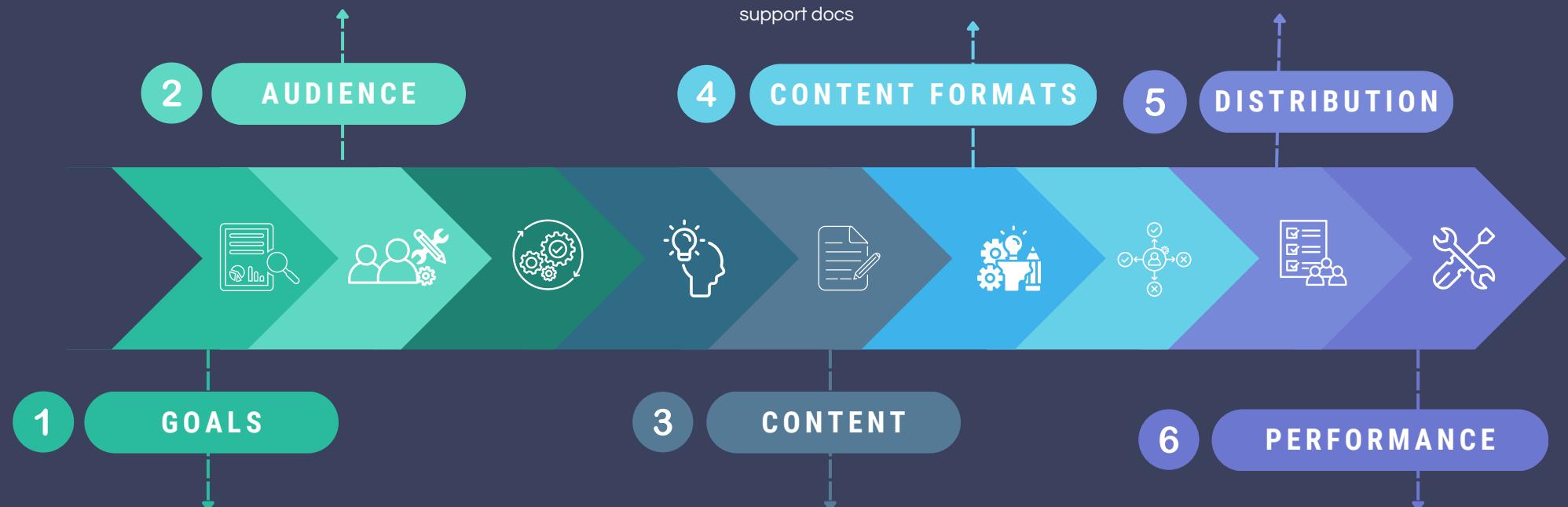
Set measurable objectives tied to business outcomes:
- Increase qualified leads by 30% in 6 months
- Rank in the top 3 for "legal document translation services" in 3 months
- Reduce churn by 15% with educational onboarding content

**3 — CONTENT**

Use pillar + cluster strategy. Example:
Pillar: "Professional Translation Services"
- Cluster: "What is Certified Translation?"
- Cluster: "Certified vs. Notarized Translation: What's the Difference?"
- Cluster: "How to Translate Birth Certificates for USCIS"
Pillar: "Industry-Specific Translation"
- Cluster: "Why Legal Translation Requires Subject Matter Expertise"
- Cluster: "Localization Tips for SaaS Products Expanding to LATAM"
- Cluster: "How Poor Translation Can Derail a Marketing Campaign"

**6 — PERFORMANCE**

Track:
- Keyword rankings
- Lead quality (conversion from content form fills)
- Engagement (CTR, time on page)
- Funnel velocity (how fast leads convert)