Content Marketing Team Playbook

What is Content Marketing?

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action. (Content Marketing Institute)

"The key is to drive a particular audience to take action based on the story that you tell."
— Joe Pulizzi, Founder of Content Marketing Institute

Content Marketing Strategy Progression

Mission Statement

We are the company's content marketing experts, collaborating closely with our corporate marketing team and beyond to drive engagement and inspire action.

- We develop strategies that elevate content performance and guard against "random acts of content."
- We create impactful, differentiated, relevant content assets that support and align to our overall business goals.
- We ask the right questions to tell the right stories that help customers solve problems and take next steps.
- We report on our performance, celebrating successes and providing insights to continually improve.

Our Creed

✓ What We Strive To Do

- Create content that serves a clear, strategic purpose.
- Think in terms of content (fully-formed ideas) first.
- Be ruthlessly focused on our audience, solving their pain points while optimizing for AI presence (LLMs and agents).
- Write in a conversational style and simplify complex topics to build trust.
- Use AI in smart ways to enhance capabilities, always with a human element.
- Always be:
  - Trusted, valued partners.
  - Strategic.
  - Easy to work with.
  - Clear, candid and respectful.

✗ What We Avoid

- De-prioritize one-off content requests — no 'random acts of content'.
- Don't think 'container first' (e.g. 'I need a blog post, email, etc.').
- Don't create content based solely on internal desire rather than market need.
- Don't use unnecessary jargon and overly technical terms.
- Don't use AI to replace critical thinking, avoid hard work, or just check a box.
- Are not:
  - Project bottlenecks.
  - Order takers.
  - Hard to work with.
  - Confusing.

Who We Are (Sample Team Structure)

Jeremy Bednarski
Head of Content Marketing

Focus: Content Strategy and Performance Reporting

Employee 1
Content Marketing Manager

Focus: Integrated Marketing Support - Project Launches

Employee 2
Content Marketing Manager

Focus: Integrated Marketing Support - Brand and Pillar Themes

Employee 3
Content Marketing Manager

Focus: Priority Industry Support

Employee 4
Content Marketing Manager

Focus: Priority Industry Support

Employee 5
Content Marketing Coordinator

Focus: Special Projects, Content Marketing Manager Support

What We Do

Content Strategy

- Business and content objectives
- Messaging to themes mapping
- SEO/GEO keyword targets
- Content auditing
- Competitive analysis
- Performance insights

Editorial Planning

- Editorial roadmap
- Editorial calendar
- Atomization strategy
- Project timeline planning
- Supporting content strategy

Content Creation

- Project leadership
- Brief and outline creation
- SME collaboration
- Writing/Editing
- Creative advising
- Voice, tone and brand consistency
- Freelancer/ Agency management

Performance Analysis

- Key metric reporting
- Dashboards and KPIs
- Optimization insights
- Plan adjustments
- Executive presentations

Assets We Own

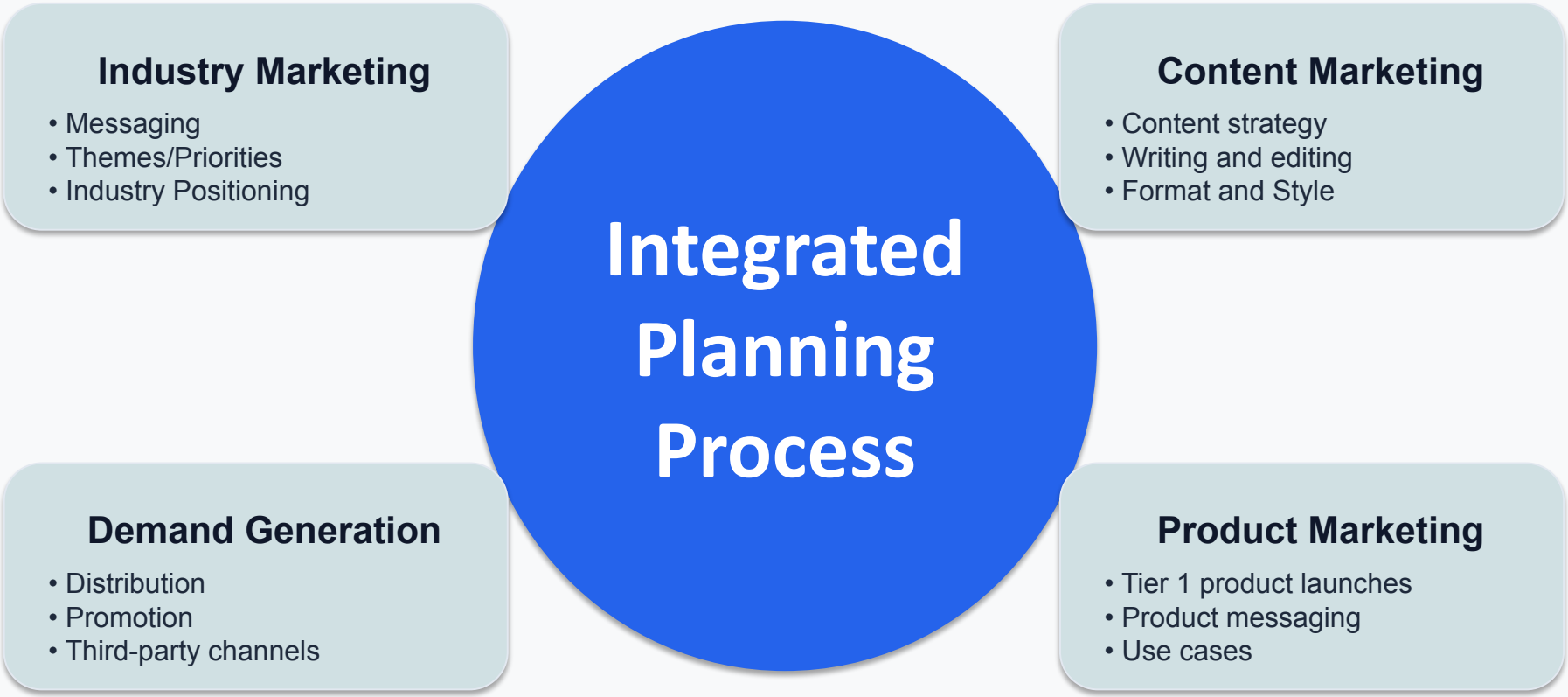
- Blogs
- Articles
- Ebooks/ Guides
- Web and Landing pages
- Infographics
- Newsletters
- Interactive content
- Video

Content We Contribute To, But Don't Own:

Webinars | Ad Copy | Social Copy | Email Copy | Case Studies / Customer Stories | Brochures

Who We Do It With: Our Collaboration Model

A successful integrated planning process results in better performance for all teams.



Other Collaborators:

Integrated Marketing | Digital and SEO/GEO | Social Media | Creative | Customer Marketing | Sales | Marketing Operations | PR | Email

Content Strategy Process

01

Themes and Priorities

Industry, Product, Demand Generation, and Content align on priorities, programs, and strategic themes.

02

Audits and Analysis

Conduct audit based on theme/topic to determine content to use, update, and create. Review metrics and competitive messaging for additional insights. .

03

Deliverables List

Determine and document content types and formats to create/update and how assets will work together to maximize engagement and progression.

04

Feedback and Resourcing

Present plans to respective teams, incorporate feedback, and confirm internal/external resources.

Content Creation: Bringing Strategies to Life

01

Editorial Roadmap

Map out target publish dates and timelines to support key time-based business priorities, events, and launches.

02

Tracking and Calendaring

Add project info to Project Tracker. Populate editorial calendar for clear stakeholder visibility.

03

Content Creation and Project Management

Draft content brief, outlines and drafts. Secure input and feedback from SMEs and project team members by designated deadlines. Move projects forward through publishing.

04

Performance Reporting

Measure performance monthly and quarterly against business goals, providing actionable insights for next steps.

Content Recommendations by Lifecycle Stage

	Discover	Awareness	Consider	Decision
Audience Relationship	**Unaware of company and our solutions**	**Aware of company, but not ready to buy**	**Considering company as a solution for needs**	**Deciding if company is the best choice**
Content Goal	Deliver content that speaks customers' language and addresses their challenges.	Educate, define, and inspire relevant changes and recommendations.	Show how our company's solutions directly address pain points and needs.	Prove our solutions solve their problems, and support the business case to make a purchase.
Channels and Formats	**Earned/Paid/Owned:** • Search/SEO/GEO • Social • Press • Ads • Third-party events and partnerships **Formats:** • Thought leadership • Social storytelling • Video • SEO/GEO blogs • Third-party co-creation	**Earned/Owned:** • Company website • Company blog • Email/ newsletters • Company events **Formats:** • Third-party webinars • Thought leadership • Promo videos • Blog • Articles/guides/playbooks • Podcasts • Nurture emails	**Owned Channels:** • Customer success stories • Company website • Company events • Company resources and tools web pages • Company training and education **Formats:** • Case studies • Webinars • Product Videos • Solution guides • Nurture emails	**Sales, Owned and 1:1 Channels:** • Company website • Partners/Distributors • Sales support **Formats:** • Product demos • Datasheets

Content RACI Matrix

Activity / Task	**Responsible** (Who does the work?)	**Accountable** (Who is the last to review/approve?)	**Consulted** (Who provides input or expertise?)	**Informed** (Who needs visibility on project progress?)
Content Strategy and Planning	**Content Team**	Industry Team, Campaign Team, Content Team, Integrated Marketing	Product Marketing, SEO/GEO and Web, Creative	Regional Marketing, Social, Paid Ads, Marketing Ops, Email, PR
Content Brief		Industry Team, Campaign Team	All teams included in project	Integrated Marketing Team
Content Creation (outline, drafts, published)		Content Team, Industry Team, Campaign Team, SME/Byline, Creative	SEO/GEO and Web, Social, Paid Ads, Product Marketing	Marketing Ops, Regional Marketing, PR
Content Management (Library, Updates)		TBD	Marketing Ops, Industry Team, Product Marketing, Web, Creative	Regional Marketing Teams
Content Performance Reporting		Content Team	Campaign Team, Industry Team, Marketing Ops, Email Team	Digital Team, Product Marketing, Regional Marketing, Creative
Content Auditing		TBD	Digital Team, Marketing Ops, Campaign Team, Industry Team, Product Marketing	Regional Marketing Teams

Content Performance Reporting

Identify actionable insights and optimization opportunities.

- Monthly reporting to share metrics and progress to goals
- Quarterly and annual meeting with metrics and insights
- Goals determined during annual planning process

Audience Acquisition

- Views/Unique views
- Medium/Source
- First time vs. repeat views
- Landing page views vs asset page views
- # of Newsletter subscribers
- Email/Newsletter open rates

Engagement

- Average time on page
- % Video completion rate
- Scroll depth
- Bounce rate

Progression

- Clicks
- Click-through rate (CTR)
- CTA clicks
- # of form fills

Business Goal Alignment

- Opportunities created
- Pipeline generated

Helpful Resources

🔗 Content Team KPAs
Key performance agreements and target benchmarks.

🔗 Team Project Tracker
Central hub for active content projects and status.

🔗 Blog Template
Standard layout and brief template for blog posts.

🔗 Editorial Guidelines
Voice, tone, and brand style rules.

🔗 AEO/GEO Best Practices
Cheat sheet for Answer and Generative Engine Optimization.

🔗 Editorial Calendar
Schedule of target publish dates and key events.

🔗 Reporting Dashboard
Real-time content marketing analytics.

🔗 Content Resource Library
Repository of existing content assets.

🔗 Content Review Checklist
Quality gate before publishing assets.

🔗 Documented Content Processes
Processes and workflows for how our work gets done.