

Catalyst online's Content Strategy Offering

Content strategy allows brands to achieve their business objectives by capturing consumer interest with the information they publish online. You are what you publish!

Introduction



Catalyst online's comprehensive strategies are based on our clients' business objectives and can be executed throughout the client's marketing mix.

Using an innovative methodology, Catalyst online incorporates brand equity, consumer insights, competitive analyses, digital trends and in-depth search analytics to develop the content strategy.

Content strategy identifies 'what' and 'where' - what content themes should be leveraged and where that content should be online. The focus is on content development in relevant, sizeable and addressable markets.

Deliverables

Catalyst online's content strategy provides:

- Content themes strategically selected and prioritized to help clients reach their business objectives
- A meticulous analysis of the digital landscape
- A gap analysis based on current site content
- Planning guidelines to bridge strategy and execution, including:
 - How to acquire content
 - Which channels to utilize
 - Appropriate format for the content
- Evaluation of content performance based on a proprietary scoring methodology called the CAT Score



Standard Scope

The scope of a standard content strategy project includes: 1 brand, U.S. general market, 1 website, 3 products, 2 target segments

This scope can be altered depending on the specific client's need to include additional markets, countries, websites, entire franchises, additional products, etc.

Timeline

With the standard scope, the project duration is 12 weeks after all information needed to begin the analysis has been received.