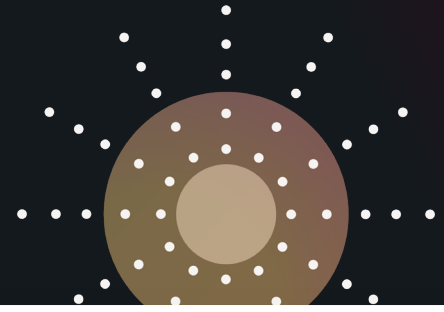


# Set SMART Content Strategy Goals



How do you plan your content strategy? Do you group content by purpose—education or lead generation? Or by [funnel level](#)—awareness (top), engagement (middle), or decision (bottom)?

Whatever route you take, map specific goals to each content group.

In the table on the next page, list three business goals your team is focused on using the **SMART** model. Each goal needs to be **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-bound.

Then, match the content and [KPIs/metrics](#) from your completed [content strategy funnel](#) to the associated goal.

*Note:* If you struggle to pair your goals with your content and metrics, there's a disconnect in your strategy. Go back and identify where the misalignment occurs and update your content strategy funnel accordingly.

Once completed, review your goals on the next page. How do they align with last year's goals? What resources and steps will you need to achieve and take to reach them?

Brainstorm content topics and/or campaigns for each goal, the necessary time and resources, and the internal and external stakeholders and assistance you'll need (partner agencies, subject matter experts, other marketing functions).

*Hint:* If you haven't performed a recent [content audit](#), now's a good time to do so.

# SMART Goals

	<b>GOAL</b>	<b>KPI/METRICS</b>	<b>TYPE(S) OF CONTENT</b>
<b>EX.</b>	Increase inbound leads 15% by EOY by working with Growth Marketing and Partner Marketing to plan, create, and share valuable content.	<ul style="list-style-type: none"><li>• Lead generation conversions</li><li>• Search referrals to blog</li></ul>	Top of funnel: blogs, ebooks, drip emails, partner outreach
<b>1</b>			
<b>2</b>			
<b>3</b>			



### **About WordPress VIP**

The best companies run the web with WordPress VIP. Built on the flexibility and ubiquity of WordPress, VIP Content Management lets more content creators build more content for more audiences faster—and deliver it across their digital channels of choice. VIP Content Analytics makes working with data easy for those creators—giving them data-driven insights to focus their content strategy and prove ROI. Finally, everything is backed by VIP enterprise-grade scalability, security, and reliability—the platform for building and driving great digital experiences and growth for customers.

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