# Tool 15.1 Content Strategy Skillsets

Source: Melissa Breker, Content Strategy Inc. (www.contentstrategyinc.com)

| **Content skill set** | **Content strategy focus and activities** |
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| Analytical skills | To gather strategic business and user insights:  • Document review  • Stakeholder interviews  • Content audits and inventories  • Content review and analysis  • Competitive analysis |
| Strategic planning and design | To support long-term vision for content:  • Content vision and recommendations  • Content concepts, examples, and samples  • Content governance and process design  • Taxonomy  • Information architecture  • Content typing and requirements  • Quality checklists  • Writing style guides |
| Project management | To keep the project on track and budget:  • Project plan  • Content brief  • Content matrix  • Content strategy roadmap |
| Training and presenting skills | To educate and inform:  • Workshop development and delivery  • Stakeholder presentations  • Content training programs  • Editing and mentoring |
| Technical integration | To ensure that technology and content work together:  • Content management system assessment  • Content migration planning and management  • Content matrix  • Business analysis  • Content workflows  • Content modeling |
| User experience skills | For user experience projects, a content strategist can provide important content insights to help shape:  • User research and success metrics  • Personas  • User journeys  • Wireframe development  • Information architecture  • Wireframes  • Content workflows |
| Content marketing skills | For content marketing projects, a content strategist can provide important insights to help shape:  • Branding through content  • Search engine optimization  • Social media strategy  • Content mix  • Editorial and content maintenance calendar  • Targeted messaging  • Web analytics setup and reporting |