# 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 |