storylead

Inbound Marketing
& Sales Systeme

Storylead Content Strategy Framework

Think		Make			Act		Tweak	
Audience	**Architect**	**Idea**	**Design**	**Creation**	**Distribution**	**Customization**	**Measurement**	**Optimization**
Meta Challenges	Content Strategy	Messaging Elements	Content Briefing	Brand Guidelines	Distribution Blueprint	Translations	Metrics Definition	ROI / Cost Calculation
Audience Framework	Content Plan	Objectives	Creative Concept	Wording Guidelines	Paid Media	Local Adaption Processes	Dashboard	Asset Utilization
Ideal Accounts	Campaign Framework	Touchpoints	Templates & Modules	Creative Process	Earned Media	Origination Services	Content Audit	Productivity
Buyer Personas	Messaging Framework	Sales Requirements	Core Formats	Legal & Compliance	Enabled Media	Tactical Customization	Inventory Check	Impact
Buying Center Map	Buyer's Journey & Lifecycle	Third Party Sourcing Model	Derivative Formats	Workflow & Approvals	Shared Media	Seasonality	Maintenance	Touchpoint Attribution
Influencer Ecosystem	Sales Process	Content Asset Triggers	Agency Bridge	Test & Validation	Owned Media	Compliance Frameworks	Peer Benchmarks	Results Communication

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