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# Content Strategy Goals Template

**Use this template to document  
your content strategy objectives  
and key results.**

For more guidance, see our [Guide to Complete a Content Strategy](#).

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# 1. Content Strategy Statement

Simply fill in the blanks, being as specific as possible.

We will \_\_\_\_\_ [action] \_\_\_\_\_ by \_\_\_\_\_ [how/where you plan to deliver content] \_\_\_\_\_  
so that \_\_\_\_\_ [connect everything back to your goals] \_\_\_\_\_ .

## Example:

We will create a hub where basketball fans can connect by offering style tips, resources, and information about basketball shoes so that we can increase conversions 20% over the next year.

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## 2. OKRs

**Define your Objectives and Key Results to support your overall content strategy.**

**Objectives (3-4):** These are your higher level goal for your content strategy.

**Key Results:** These measure how close you are to achieving your objectives. For each objective, identify 3-5 measurable and quantitative key results.

**Objective 1:** Develop a new marketing strategy

**Key Results:**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

**Objective 2:** Develop a new marketing strategy

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- Key Results:**
- 1
  - 2
  - 3
  - 4
  - 5

**Objective 3:** Develop a new marketing strategy

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- Key Results:**
- 1
  - 2
  - 3
  - 4
  - 5

**Objective 4:** Develop a new marketing strategy

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- Key Results:**
- 1
  - 2
  - 3
  - 4
  - 5



Feeling stuck? We'd love to help.  
Find out what it's like to [work with us](#)  
on your content strategy.

Created by



**COLUMN FIVE**

Column Five is a B2B-focused creative agency that helps ambitious  
brands find and tell their best stories to drive real results.