

Planning with purpose

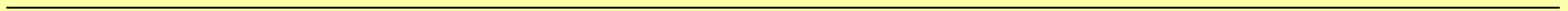
Building an effective
content strategy



Brand + Butter

Kia ora, I'm Zoe
from Brand+Butter

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What we'll be working through today

- + Principles of an effective content strategy
- + Setting goals and measuring progress
- + Building a strong brand foundation
- + Platforms and planning

Within each segment, we will have a concept, case study and checklist for applying our thinking to your organisation.

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Principles

What is a content strategy?

A content strategy is a plan that outlines how an organisation will create, distribute, and manage its content to achieve specific business goals.

It's essentially a roadmap for all content marketing efforts, including things like blog posts, social media updates, videos, and email campaigns.



Content strategy principles

1. Define your goals
2. Create a strong brand foundation
3. Understand your audience
4. Align your platforms with your values
5. Plan ahead
6. Optimise for SEO
7. Measure, analyse and adapt

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Defining goals

Concept - defining clear goals

The first step to an effective content strategy is identifying clear, measurable goals.

To define what you are working towards and how you're going to track progress so you can see what's effective, what's not and where you need to refocus your resources.

These are split into:

- Objectives - what you are trying to achieve in the long and short term
- KPIs - key performance indicators - specific goals with current stats and targets we can track against. Google Analytics is a great way to track performance.

Case study - Lake Wānaka Objectives

- Create and maintain a brand that attracts people who want to feel a sense of connection with this place and with us.
- Foster relationships and a sense of belonging that creates mutual value for visitors and our community (economic and beyond) and potentially a desire to return.
- Increase database via eDMs and social media.



Key performance indicators

KPI	Current	2025 Goal
High value visitors	500,000 per year	500,000 per year
Website traffic	1,000,000 per year	1,500,000 per year
Newsletter database	23,000	35,000
Social following	IG: 75,000 FB 50,000	IG 80,000 FB 55,000
Social engagement		

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Brand Sandwich

Building a strong foundation

The next step is building a strong foundation to work from. This is known as your **brand**.

Your **brand** is much more than your logo - it's the strategic foundation that informs all activity to come. This includes your:

- Purpose
- People
- Personality
- Positioning

The Brand Sandwich

Today we will be working through The Brand Sandwich - a structure for identifying the key elements of your brand foundations.

Like all good sandwiches, this starts from the bottom, then adds your protein, garnish and spreads, topped off with another hearty slice of bread.

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TAGLINE + BRAND STATEMENT
With your audience + personality in mind

PRODUCTS + SERVICES
What you're selling, with your audience +
personality in mind



UNIQUE-SELLING PROPOSITIONS
What makes you so special, with your audience +
personality in mind



TALKING POINTS
What you're saying, with your audience +
personality in mind

PERSONALITY
How you show up in the world, with your audience in mind

PEOPLE
Who you're talking to and their needs, wants and media habits

PURPOSE, VISION + VALUES
Your reason for being, big audacious goal and how you'll go about it

TAGLINE + BRAND STATEMENT		
PRODUCTS + SERVICES	UNIQUE-SELLING PROPOSITIONS	TALKING POINTS
→	→	
PERSONALITY	PERSONALITY	PERSONALITY
AUDIENCE 1	AUDIENCE 2	AUDIENCE 3
VISION	PURPOSE	VALUES

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Purpose

Concept - vision, purpose + values

‘Consumers are four to six times more likely to buy from, trust, champion, and defend brands with a strong purpose’ - Strength of Purpose Study.

Vision - your big audacious goal

Purpose / mission - what you’re doing to achieve this goal

Values - how you’re going to go about it

Case study - Lake Wānaka

Vision:

A resilient, future-focused tourism industry that thrives within a vibrant community and a healthy environment.

Purpose:

Fostering sustainable growth and building strong relationships that support both our visitor economy and local way of life.



Case study - Lake Wānaka Values

Guardianship

We want Wānaka to be and feel like a thriving place, with a thriving vibrant community that understands the contribution it can make towards the wellbeing of people and planet.

Bold + free thinking

We like to challenge the status quo and what’s expected or possible—we don’t do ‘cookie cutter’.

Inclusive + respectful

We are inclusive of everyone who visits, respectful of difference and appreciative of the diversity of people who live in and visit our place.

Balance

We cherish and make the most of our access to the outdoors and recognise the privilege and responsibility of living in such a beautiful place.

Checklist - vision, purpose + values

- Your big, audacious goal should be just that - the future you are striving for, that if all goes to plan, can be achieved in your organisations lifetime
- Your purpose should be your active role in achieving this goal - what part do you play?
- Your values should represent how you're going to go about it - the key ideas that dictate the most important things to you and how you will behave along this journey
- Keep it simple and to the point
- Keep it honest and authentic - avoid the cheese, this isn't Miss America
- Get everyone on board - once you've got it nice and tight, test it against leadership, on the ground staff and your audience. If they don't get it, go back and tweak.

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People

Concept - audience profiling

Understanding who your audience is integral to effective content planning.

Audience profiling allows us to:

- **Optimise strategies** - your content strategy should evolve with your customers' changing needs, preferences, and behaviours. Audience profiling ensures that you're meeting the right audience at the right time through the right channels.
- **Drive loyalty** - by building targeted and relevant campaigns, we can create meaningful experiences for our customers. When you do this consistently, your customers will trust that you can meet their expectations, resulting in greater brand loyalty.
- **Gain a competitive advantage** - by knowing your customers better than your competitors do, you can tailor your products, services, and content strategies to meet customer needs and stand out from the crowd.



Concept - audience profiling

An audience profile isn't a broad, general group. Instead, it's one fictitious person who you want to take action.

An audience profile details important information related to a hypothetical, but representative, buyer you've decided to target for a specific marketing or advertising campaign.



Concept - audience profiling

Demographics - age, gender, income and location.

Psychographics - allows us to look into what makes our audience tick, their attitudes, aspirations, needs, wants, challenges and media habits.

An organisation doesn't just have one audience and you'll need audience profiles for each.



Case study - Lake Wānaka

We welcome people in search of a space to feel a sense of connection, who want to discover, explore, contribute and share with us.

We are welcoming and inclusive to people who come to our region, from different cultures, with different wants and needs, looking for different things from their visits.

Case study - Jamie the mindful explorer

Demographics:

Age: 30
Gender: Male
Location: Melbourne
Income: \$120,000
Occupation: Writer

Psychographics:

Personality: Curious, open, likes to be informed, caring.

Interests: Nature, travel, health, yoga, hiking.

Lifestyle: While having ambition, has a work / life balance, prioritises friends and family. Gets outside as much as possible.

Values: Leave the world better than how he found it, be open to new ideas and possibilities.



Case study - Jamie the mindful explorer

Challenges:

Internal conflict of wanting to travel, but not wanting to create emissions or add to negative impacts of over-tourism.

Wanting a genuinely authentic experience, not a cookie cutter holiday.

Wants to escape the stresses and pressures of modern technology, but needs to stay connected.

Media habits:

- Reads the news daily, mostly The Guardian
- Daily Instagram scroller, but prefers Substack
- Subscriber of independent newsletters
- Listens to podcasts everyday
- Scrawls through Vimeo for inspiring content

Checklist

- Start with Google Analytics to explore demographic information related to your website visitors. Take note of age, gender, location, and types of device — additionally, figure out from which channels your audience arrives. Is it typically organic search, a social channel, email, or paid advertising? [Figure.nz](#) is also a great source of data.
- Split into around three key profiles - or more if required
- Name and choose an image for this person - really think about them as a real human
- Start with demographics - age, gender, income, occupation and location
- Then move onto psychographics - this includes attributes related to personality traits, interests, attitudes or beliefs, and lifestyle.

Checklist

- Goals, challenges, or pain points - as it relates to your organisation. How can your product or service meet your audience's needs? What search queries does your audience use to find your product or service?
- What does your target audience value? This includes bigger-picture values and motivators, such as “nature,” “socialising,” “a sense of belonging,” or “autonomy at work.”
- Preferred channels - what channel(s) does your audience spend the most time on? This could be social channels, such as YouTube or Instagram, or search engines like Google.
- Preferred content type(s): Once your audience finds your content, what format would they prefer it in? Ebooks, blog posts, or case studies? Podcast or video? Determining the format will help you best serve your audience.
- Review your website, social media and Google Analytics data, then refine profiles to suit

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Personality

Concept - personality + pillars

Your personality is how you show up in the world. It's how you talk, look and feel.

Your brand personality:

- Brings to life your values
- Connects with your audience
- Creates a point of difference and helps you stand out from the crowd

Your content pillars:

- Communicate your offering and unique-selling propositions
- Talk to your audiences needs, wants and challenges, alongside your solutions

Case study - Lake Wānaka personality

Local

In our writing, we want to imagine that we are writing in the voice of a long-established local.

They might or might not have grown up here, but they've been here a very long time and as a result, they know where to get the best coffee as well as they do where to go to be alone in the mountains.

Storyteller

They're warm and outgoing and they like telling stories. They're confident and self-aware, and connected to the landscape and the people around them. They're honest and sharing. They're informal and enthusiastic, but they're also humble. They're healthy and fit, but also contemplative.

Curious

They are inquisitive and more likely to ask questions about you than tell you about themselves: at a barbecue, it will take you a while to find out what they do, but when you do find it's quite possible they recently climbed Mount Everest.

Respectful

They are discerning and understated, and respectful of other people. More than anything, they have chosen to live here and that's what makes this place special.

Case study - Lake Wānaka content pillars

Genuine connections	Authentic adventures	Awe inspiring nature	Rich stories + culture	Care for the future
A strong sense of connection, of being welcome and invited to share is at the core of what Wānaka is about and the invitation that we want to extend.	Our adventures are shaped by locals who want to share their passions, who want visitors to experience and love the outdoors as they do, and who honour and respect the environment they operate in.	No-one who comes to Wānaka can fail to be awed by the sheer beauty and majesty of the place. We think it's one of the most beautiful places in the world.	<p>Wānaka is a place rich in history and whakapapa, from the Kāi Tahu Whānui settlement of Manuwhaia, through to the sheep stations, Gold Rush, and the development of our ski fields.</p> <p>Behind this history sits a host of characters and an abundance of stories, this past informs our present and, our future.</p>	We are kaitiaki for this amazing place we live in. We recognise both our dependence on the living systems that create and sustain this place, on whose vitality we depend and our responsibility to be good ancestors.

Checklist - personality

- Value-based - let's start with your values, what's important to you?
- Audience-focused - next, let's look at your audience - what would appeal to them, while staying true to your values?
- Authenticity - what are the genuine personalities within your organisation that can provide us with some inspiration? Who is implementing this personality and will it come easy to them?

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Communicating sustainability

Communicating sustainability

Effective communication is essential for sustainability. Done well, it can boost a company's reputation and give it a competitive edge. But done poorly, it risks greenwashing – undermining trust and credibility. People today want to hear about the good your organisation is doing, but they're quick to spot inauthenticity.



Communicating sustainability

1. Keep it clear, concise and credible

Avoid jargon and use plain language to build trust. Stay away from buzzwords, vague claims and green gloss.

2. Balance data with emotion

Combine evidence with personal experience to make your message relatable, speaking to the heart as well as the mind.

Communicating sustainability

3. Harness the power of storytelling

Storytelling is a powerful tool for connecting with people at an emotional level. There are valuable lessons from Māori storytelling traditions, which have shared knowledge over generations.

4. Be positive, pragmatic and transparent

Frame sustainability as an opportunity rather than a sacrifice. Focus on the benefits for business alongside environmental impact.

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Positioning

Concept - positioning

Now it's time to pull it all together into your public facing one-pager - your tagline, statement and key talking points.

This isn't just going to be any one-pager. To truly connect with your audience, stand out from your competition and build an engaged community around your brand, it needs to be authentically unique - which is where creativity comes in.

Concept - positioning

"Leading brands have known for many years that more creative work delivers better results than 'safe' and rational advertising. What has been exciting in more recent times is to see the emerging proof of this; the hard evidence that creative work is more memorable, more effective and more able to drive overall business performance."

Keith Weed, Chief Marketing & Communications Officer, Unilever - from his foreword to The Case for Creativity

This includes your:

- Tagline - your 'just do it'
- Summary - the defining statement that summarises who you are and what you do.

Case study - Boring Oat Milk positioning

Boring Oat Milk is the perfect example of a standard product that has reaped the benefits of a purpose-led business model and a unique, bold brand.

There has been an 'oat milk revolution' around the world, but Boring Oat Milk has stood out on supermarket shelves and received countless press because they identified their unique point of difference and authentic voice early doors.



Case study - Boring Oat Milk positioning

The business model: Replace a heavy-carbon everyday item with a sustainable, local alternative.

The creative idea: Milk is boring.

“Milk is a supporting actor. It’s not the star. It’s the coffee that’s exciting, it’s the cereal that’s exciting. Milk’s something that you just want to be reliable and consistent, but not shine out. Milk’s actually really boring.” - founder, Morgan Maw

The tone: Boring and to the point, with a very slight Kiwi charm.



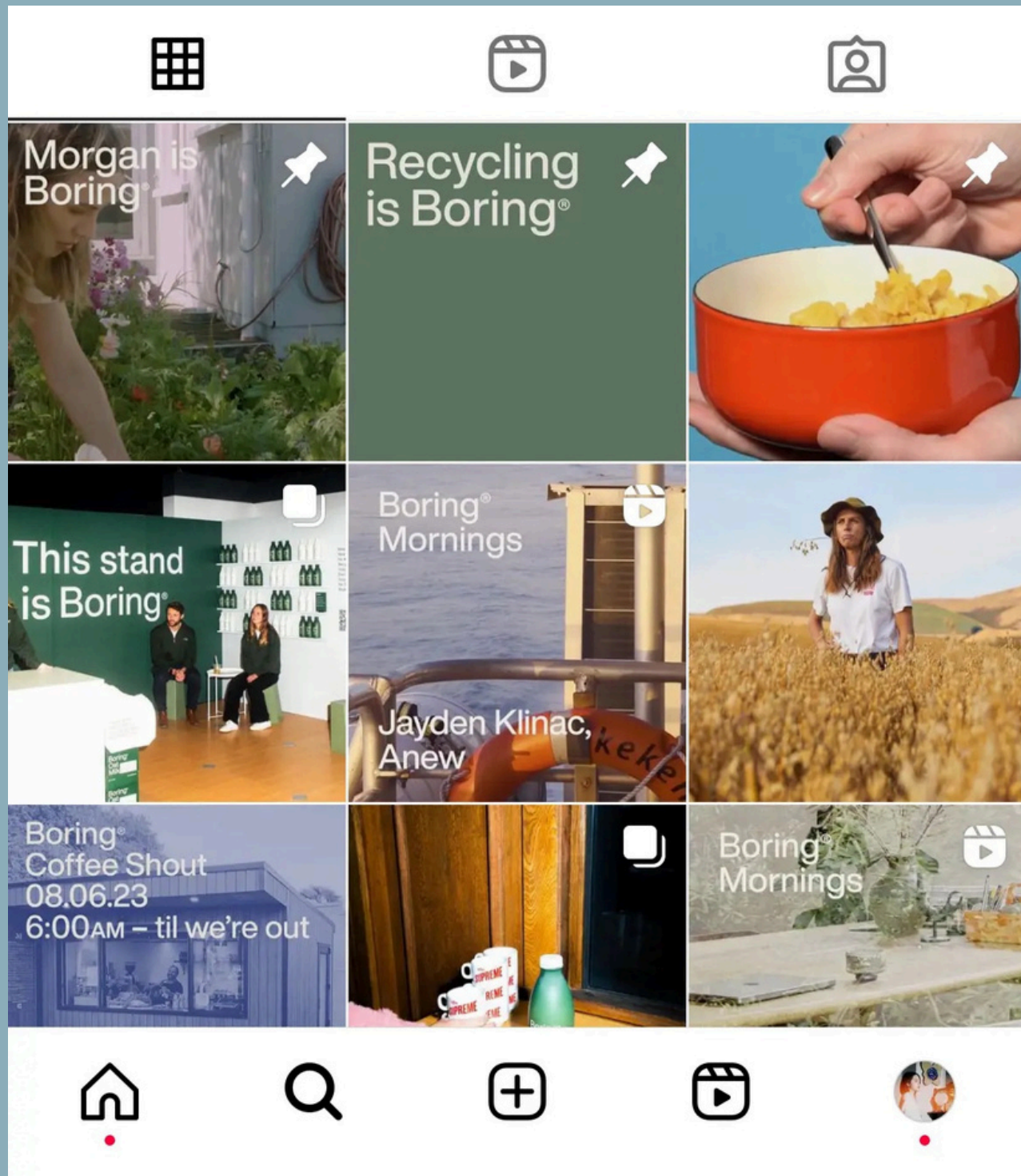
Case study - Boring Oat Milk positioning

Tagline - Made in New Zealand with New Zealand oats.

Statement - Boring is a New Zealand oat milk company that makes oat milk in New Zealand, using New Zealand oats.



Case study - Boring Oat Milk positioning



Quit the Tit with Boring® Oat Milk



Share



Checklist - positioning

- Be authentic
- Avoid cliches
- Keep your audience in mind
- Bring your tone to life
- Push beyond your competition
- Keep it simple

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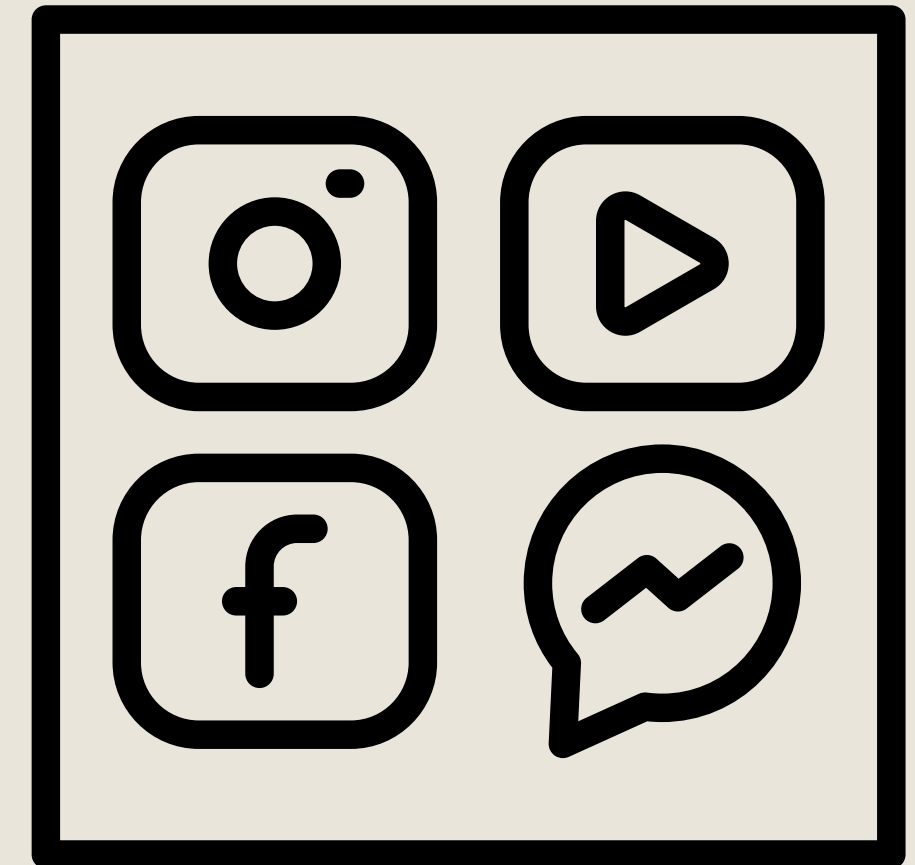
Platforms

Content platforms

Content platforms are the owned assets, media outlets and partners you utilise to spread your message, from your website and social media pages, through to press ads and sponsorship.

There are a lot of different tools, tricks and strategies for effective marketing, but we believe the key is to **be useful**.

Create content your audience genuinely want to interact with and share within their networks. Go back to your audience profiles, think about what they need and where they want to get it. And remember - effective communication isn't a one way street, it's a conversation.



Aligning your platforms with your values

Everything you create has an environmental and social impact, and your brand, website and marketing are no different.

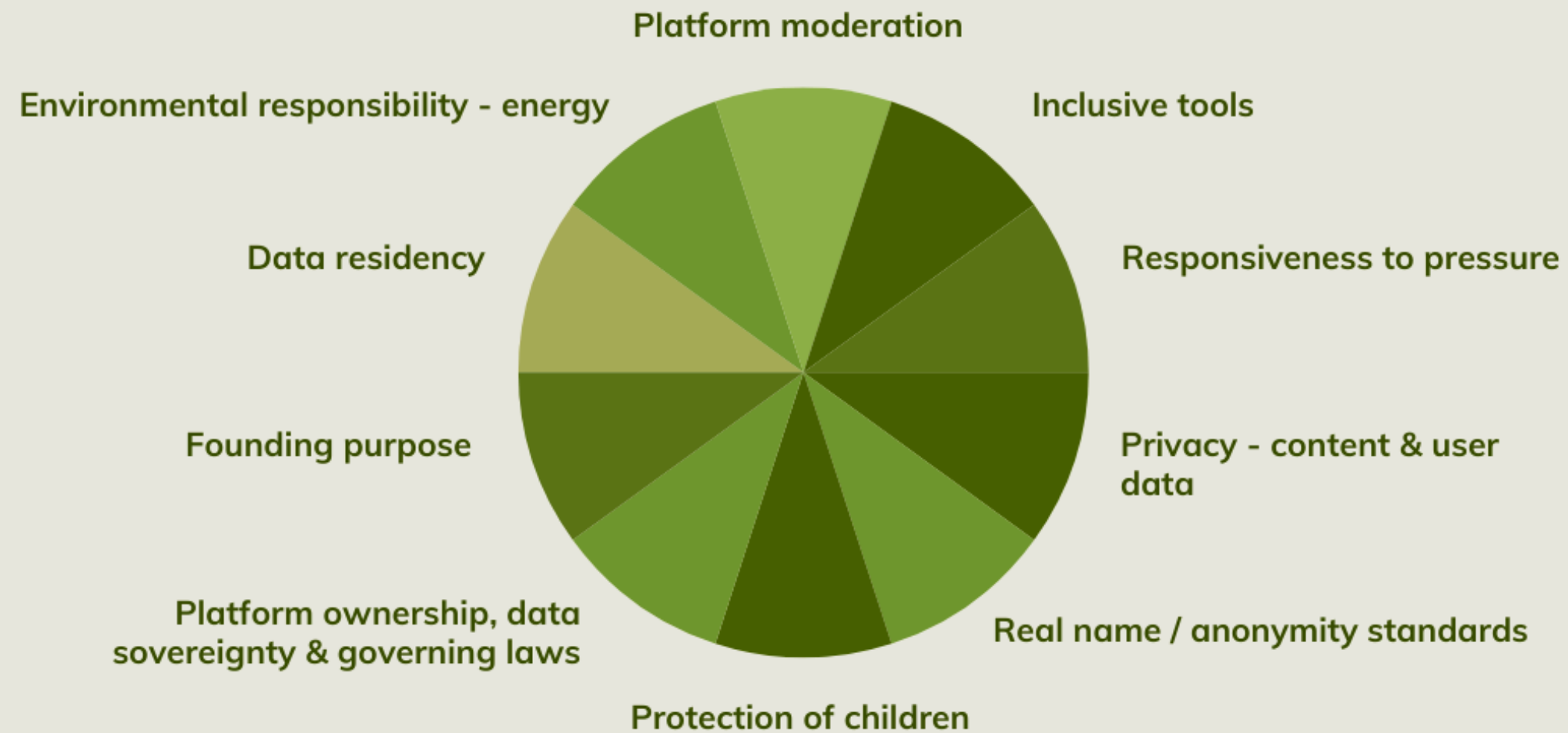
While online technologies are creating an increasing strain on resources, independent local media is dying.

The good news? What is viewed by many as an unethical necessary evil, is actually an opportunity to make a positive impact. Your marketing dollar is your vote for an ethical, positive and environmentally-friendly media and technology landscape.

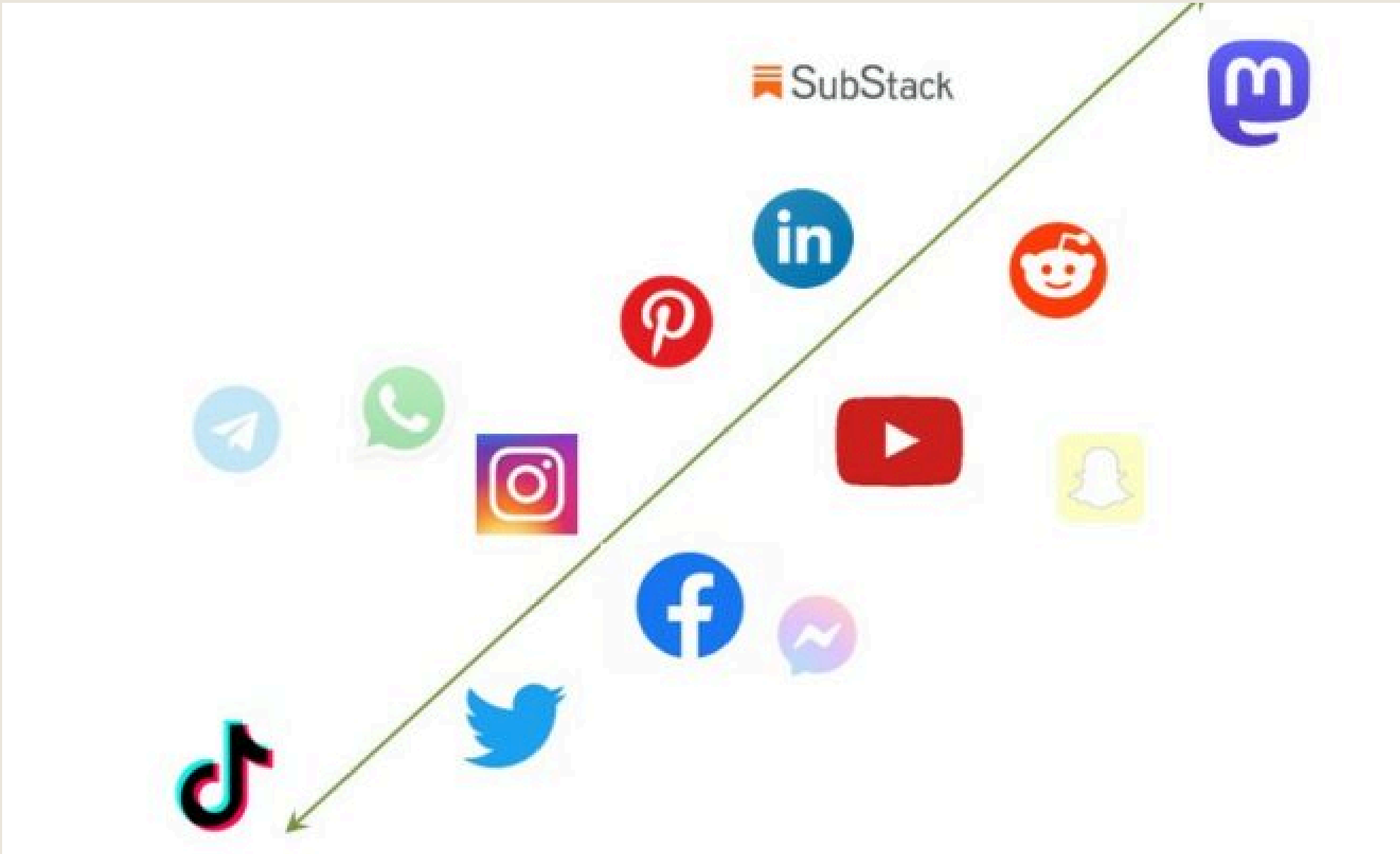
The key is to choose ethically aligned platforms and make every piece of communication count. To consider the impact of everything you produce and the platforms you utilise to share it with the world.

Example - ethics and emissions of social media

Ethical considerations for social media platform selection



Example - ethics and emissions of social media



Property	Footprint gCO ₂ PM
Facebook	<div><div></div></div>
X (f.k.a. Twitter)	<div><div></div></div>
Reddit	<div><div></div></div>
Instagram	<div><div></div></div>
WeChat	<div><div></div></div>
Threads	<div><div></div></div>
LinkedIn	<div><div></div></div>
Pinterest	<div><div></div></div>
Snapchat	<div><div></div></div>
TikTok	<div><div></div></div>

Social is a search engine

Social media platforms such as Instagram, Facebook, TikTok, Pinterest and LinkedIn are quickly becoming go-to search engines alongside Google. Social media profiles and posts can also rank just as high as websites in Google search results, due to relevance and engagement.

- Keyword research - establish a set of keywords and phrases your audience is searching - tools include Yoast, Ubersuggest
- Optimise your profiles - audit your profiles to make sure they include your keywords
- Apply your keyword strategy to your social media captions. Remember - like traditional SEO, keyword stuffing doesn't work on social SEO. Use keywords naturally in your captions where they fit organically. Don't jam them in just for optimisation
- Use relevant hashtags - a mixture of popular and niche
- Include alt-text with every image
- Monitor trending topics, but create content with a long shelf-life

Platform catagories



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OWNED	Channel	Role	Actions	KPI
	Website	Google Search results Information Conversion	Lead with audience connection and user experience Search engine optimisation Add eDM sign up <u>Review sustainability</u>	Website visits Time on site eDM sign up Sales
	Google Business Profile	Google Search results Reviews	Encourage reviews Always respond to reviews Update blurb with SEO keywords Set up direct message with auto replies 1 post per week - update, promo or event	Website visits Reviews Post interaction
	Social Media	Instagram, Facebook and LinkedIn, Pinterest	Create strategy for each channel 1 - 2 posts per week (IG, FB and GB)	Follows Engagement Website visits
	Blog / <u>Substack</u>	Search engine optimisation Awareness within non FB / IG group Collaborations / partner content	1 blog per month to website, Substack and eDM	Follows Engagement Website visits
	<u>Newsletter (eDM) - Ecosend</u>	Build and convert database	1 eDM per month - to include blog and three of your most relevant social posts.	Open rate Click through

	Channel	Role	Example	Actions	KPI
EARNED	Partners	Tap into partner audiences to build awareness, increase database and convert	Collaborate with an influencer, inviting them to try your product / service or create a limited edition product line with a local designer.	Partner pack - images, video, caption, posters Partner strategy for giveaways / collabs	Content engagement Website visits Follows Sales
	Community campaign	Tap into local audience	Press release / what's on Posters and flyers Radio / podcast guest Targeted pop ups	Identify and connect with local media outlets and free marketing platforms - newsletters, directories, notice boards etc.	Content engagement Website visits Follows Sales
	Council + Regional Tourism Operators	Awareness for both locals and visitors	Organisation listing Event listing Collaborative content, tapping into their database / following	Get in touch with your local tourism operator such as Lake Wānaka Tourism or Destination Queenstown	Content engagement Website visits Follows Sales
	Events	Tap into local audience	Can either host independent events such as volunteer days or talk at other events such as Wao Summit, wellness festivals, schools and corporate events.	List events on local what's on pages Invite attendees to RSVP and sign up to your database Document content for socials	Attendance Sales

	Channel	Role	Actions	KPI	Spend
PAID	Sponsorship	Tap into partner audiences to build awareness, increase database and convert.	Create a list of partners with shared audience profiles. Sponsor event, giveaway or merch.	Content engagement Website visits Follows	
	NZ Media - Digital + Press	Increase brand awareness	1964 QT Magazine O3 Magazine Wānaka Messenger Wānaka App ODT Stuff NZ Herald Spinoff	Website traffic	
	Paid Google + Performance Max	Tapping into intent - people actively searching for relevant topics	Create paid marketing strategy	Website traffic	
	Paid Meta	Tapping into demographic and interests - people who fit into a certain profile	Create paid marketing strategy	Website traffic	

Planning with purpose

Planning

Planning tips

- Create a 12-month marketing calendar with all national and organisation-specific events - example
- Plan content one month at a time, one month ahead
- Begin each new month by reviewing results of previous month and pulling through key learnings

Brand + Butter

Looking to level up your brand
with professional design and
marketing? Get in touch.

hello@brandandbutter.co