Everything you need to know about

Content Strategy

Many people - candidates and hiring managers alike - are confused about what a Content Strategist does. And for good reason. It's complicated when you also have Content Marketers, UX Writers, Copywriters and more in the mix. So, let's break it down.

What it is

Tangible UX defines **Content Strategy** as "the process of crafting quality content that is data-driven and informed by an audience's needs, with clear governance, and created with an efficient process. It is delivering content in a well-organized and useful way to the right person at the right time on the right platform."

What it isn't

UX Writing is the practice of creating user interface (UI) copy that helps users easily interact with a digital product (website, app, online tool, etc.). Where UX Writers are focused on copy that helps users navigate, the Content Strategist is centered on other content types such as blog posts, emails, white papers, etc.

Top 4 content formats

According to HubSpot, these are the top four content formats leveraged in Content Strategy.

01	Videos
02	Blogs
03	Images
04	Infographics

How does Content Strategy impact UX?

Content Strategy is *technically* not part of UX but has a direct impact on the content end product. It is a part of the "UX Stack" (as shown below) that helps dictate what content needs to be created and *why*.

Purpose   Audience   Content   Design   Technology

Why is Content Strategy important?

Consumers are bombarded with content from every direction. And that means competition for people's attention is fierce. A Content Strategist can make sure your content is findable and useful to your target audience.

According to *Forbes*, the average person consumes content at a rate of around

7 hours per day!

9 skills to look for in a Content Strategist

01	Storytelling
02	Empathy
03	Writing
04	SEO
05	Social media
06	Editorial
07	Data analysis
08	Technical
09	Communication/ Coaching

How much do Content Strategists make?

National ($93,700)

San Francisco ($107,700)

0   25,000   50,000   75,000   100,000   125,000
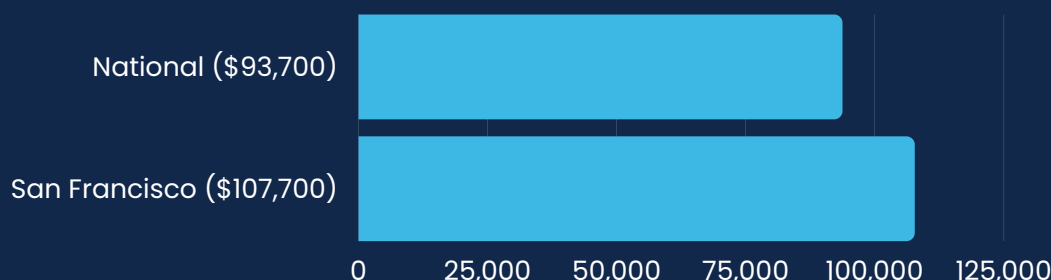
Average base compensation (per hour for contract roles would be higher) for Content Strategists, per LinkedIn. These salaries do not include bonuses, stock options, sign-on bonuses, etc.

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