# Importance of Content Strategy for International Audiences

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**Abstract**

*There is an increasingly global audience that frequents digital spaces and participates with publications in a variety of online spaces, and because of this, it is of the utmost importance that organizations create a strategy for the content they are creating. The advances in technology and media have exponentially increased the diversity of digital citizens interacting with online content, which calls into question the strategic practices behind developing content. Global audiences in digital spaces alter how content should be conceptualized, and this has important implications for content strategy for those who are now catering to a global audience.*

Content strategy is an imperative aspect of any organization's connection and communication with their audience. The content of any business or organization should reflect their goals and interact cohesively to form a unified user experience. When working with an inherently diverse audience, the strategy behind what is shared is paramount. Creating a strategy is the most effective way to assure that the content produced by any given organization truly is written for the audience.

## Content Strategy

Content strategies often find their genesis in a Core Strategy Statement that states the goals of the content to craft it in a way that makes what is produced is memorable and understandable for the audience (Casey 83). It is important that this takes the increasingly diverse audience into consideration and assures that the information they receive is coherent and written with their needs in mind. To do this, an organization can consider a User Understanding Matrix, which is an organizational tool that takes a look at potential audiences and allows for calculated assumptions to be made on the behalf of those they will serve (Casey 83). This takes into consideration the unknowns of the audience, the research that has been conducted, and the consequence of making incorrect extrapolations. Creating this core statement allows organizations to carry on with confidence in a strategy tailored to their needs.

By constructing a strategy for the content created, there is less risk for irrelevance, repetition, or off-base messages. It also assures that organizations containing various departments are all operating under the same strategic message that is being shared. When implemented correctly, content strategy facilitates the alignment of business requirements and encourages collaboration between departments for the ultimately successful delivery of information to the audience (Clark, 2018).

However, it is important to note that a strategy requires conscious planning for implementation, and utilizes ever-changing methods and tools, recognizing that it is an evolving process, rather than finished work (Clark, 2018). Stagnant strategy, meaning strategy that is not routinely updated, can be as ineffective as a lack of strategy entirely, so it is important to continuously reassess the content produced. A successful strategy will lead to good content and accessible writing, which will amplify the role of the overarching organization and define its importance in the lives of their audience.

Though using the term strategy may imply a complexity to the creation of content, the main point of developing such an approach is ultimately to simplify the content that the audience has to digest. Simplicity at its best means that it is easy for the audience to understand and interact with. Content creators should see themselves as advocates for their audiences (Handley, 2014). It is the role of these writers to transpose the messaging framework, which assesses the ideas to be passed along to the audience, into the content shared with their audiences (Casey, 2015). The strategy is in place to, most importantly, guide the creation of content across the organization to reach their audiences with a unified voice. When content is cohesive across all departments, it interacts well with the other content that is produced and can work across a large scale to bring its message.

**Audience**

Bearing in mind that the aspects pertinent to content strategy change with each represented demographic in the audience, it is important to consider how the shared information interacts with, not only the other content to make meaning, but also with its viewers. With an international audience, some of the aforementioned considerations must be extrapolated to meet the needs of audience members with a variety of backgrounds, language capabilities, and meaning-making strategies. Though it is impossible to account for every possible demographic accessing an organization's content, a reflection on user research can prove useful in finding a place to begin crafting content.

This practice takes the time to look at the audience as people—the whole people. By understanding that an audience is comprised of people whose life experiences and interactions with other content have shaped the way they will interact with any future content they will come across, organizations can more effectively consider the audiences they serve. User research as a content strategy theory takes into consideration the attitudes, beliefs, behaviors, motivations, and experiences of their audience while crafting a strategy for publications (Casey, 2015). By addressing the variety of users represented, an organization can begin to work toward developing design and information that both support their audience. As content developers begin to write content that takes the motivations and experiences of their audience into account, they will have a better chance of engaging their desired viewers and will be more able to anticipate and mitigate points of confusion or concern.

Continued diversity in modern audiences has increased the need for organizations to

implement a strategy to the content they create. A content strategy allows the organization to consider their audience and begin to craft content that takes their habits and motivations into consideration. By appearing on digital spaces that the audience is already familiar with, the content is made immediately more accessible to the audience, making them more likely to engage with the information that is being publicized by the writers. The implementation of the strategy will also encourage systematic reassessment of the content to ensure that content does not become outdated and allows for greater flexibility in response to changing demographics that become ever-more diverse in this digital age.

**References**

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