

Content Strategy Refresh Checklist

5 steps to revamp your content strategy (without crying)

Why this checklist exists


Refreshing your content strategy shouldn't feel like emotional damage. If things feel stale, scattered or suspiciously beige, here's your quick, no-nonsense framework to rebuild with intention, not panic.

1

Get clear on your goals (yes, really)

Set the direction before you touch a single content calendar.

- ☐ I've defined 1–3 business-aligned goals
- ☐ Each goal is specific, measurable, and tied to revenue, reach or retention
- ☐ I know exactly how content will support each goal


 **Pro tip:** If a goal can't be explained in one sentence without jargon, it's not a real goal yet.

2

Audit what you've already got

Look backwards before you build forwards.

- ☐ I've reviewed last year's performance honestly
- ☐ I know what to keep, kill, optimise, or repurpose
- ☐ I've identified gaps in topics, formats, or messaging

 **Pro tip:** Half your 2025 strategy probably already exists — it just needs polishing.

3

Gather insights from across the business

Your strategy is only as strong as the intel you collect.

- ☐ I've spoken with Sales, CSM, Product, and Leadership
- ☐ I've captured real objections, questions, and customer signals
- ☐ I understand what the audience cares about right now

 **Pro tip:** Treat insights like fresh produce — gather often, use immediately.

4

Re-ignite your creative spark

Look outward for inspiration and inward for originality.

- ☐ I've collected content I genuinely admire
- ☐ I've analysed why it works (tone, story, pacing, design)
- ☐ I've translated that inspiration into brand-fit ideas


 **Pro tip:** Great content isn't re-invented — it's remixed.

5

Simplify before you scale

Start smaller than you think, then refine and grow.

- ☐ I've identified the minimal viable version of my plan
- ☐ I've prioritised by impact, not volume
- ☐ I've removed anything misaligned or unnecessary

 **Pro tip:** A strategy you can execute beats a strategy that looks good in a deck.

Red flags to watch for

These issues can indicate content is hurting your brand (even if performance looks fine short term):

- Trying to plan without clear, measurable goals
- Reinventing everything instead of auditing what worked
- Building the strategy in a vacuum (no insights, no cross-team input)
- Copying competitors instead of finding your own spark
- Creating an overstuffed plan you'll abandon by February