

# CONTENT DESIGN PROCESS FLOW

## USING THE CONTENT STRATEGY TEMPLATE

### EVALUATE THE BRIEF & KICK OFF

PLAN | 0.5-1 DAY

Review the brief and project requirements to determine whether you have sufficient information to build your content strategy. If not, talk to your Product Owner.

01

### CONTENT STRATEGY

CREATE | 1-2 DAYS

Define navigation and content pillars. Plan content approach and structure.

02

### CONTENT WRITING

CREATE | 2-4 DAYS

Write or update content. Follow the style guide and brand voice.

03

### INTERNAL REVIEW

REVIEW & REFINE | 1-2 DAYS

Write or update content. Follow style guide and brand voice.

04

### REVISIONS - INTERNAL

REVIEW & REFINE | 0.5-1 DAY

Incorporate feedback from internal review. Finalize content for external review.

05

### REVISIONS - EXTERNAL

REVIEW & REFINE | 1-2 DAYS

Share with business stakeholders. Gather feedback and alignment.

06

### REVISIONS - BUSINESS REVIEW

REVIEW & REFINE | 0.5-1 DAY

Address business feedback. Finalize content for legal review.

07

### L+C REVIEW - ROUND 1

REVIEW & REFINE | 1-2 DAYS

Submit to Legal + Compliance. Address initial compliance feedback.

08

### REVISIONS - L+C / CIRO

REVIEW & REFINE | 1-2 DAYS

Address L+C feedback. Submit to CIRO for regulatory review.

09

### TRANSLATION / DELIVERY

TRANSLATION & DELIVERY | 2-5 DAYS

Send content for translation. Upload final content to SharePoint.

10