

## **Q&A with Chris Kohatsu**

### **1. Can you handle all the duties of a Content Strategist effectively?**

Yes. I have over 4 years of experience as a Content Strategist, including roles as a Content Strategy Manager and a Senior Content Strategist at a Fortune 500 company. Prior to focusing solely on content, I worked as a Digital Strategist and as a multimedia journalist.

### **2. Are you currently employed?**

Yes. I am currently employed as a Content Strategist at AT&T. As a member of the Corporate Communications team, I am responsible for conducting competitive research and analysis, reviewing online data, working cohesively with cross-functional team members to implement content recommendations, publishing comprehensive and detailed journey maps, and presenting our findings to senior leadership.

### **3. In one word, describe yourself.**

Vibrant. I bring exuberant energy wherever I go. I am the drummer on a dragon boat team, and I have fun being on the water with my happy beats. I also have a wonderful dog that enjoys belly rubs and crunchy treats. I enjoy physical activities which include riding my bicycle, paddle sports, yoga and running.

### **4. Do you enjoy working with a team?**

I do. I enjoy projects with a team, and I also enjoy working on my own. I think it's important to be able to establish strong relationships with others (within the organization and networking beyond the organization) while also accomplishing your own work.

### **5. Can you walk us through your approach to developing a content strategy?**

Data drives smart decisions. I use data to help determine who the audience is, where they are in the decision-making process and key demographics.

### **6. How do you determine the target audience for a content piece or campaign?**

Social media is a great way to determine target audience for content or campaign. It allows for direct interaction and can increase brand loyalty while not costing as much as organic advertising. Paid Search and Organic Search are additional ways to determine target audience. Paying attention to SEO ranking is important because this is your market.

### **7. What metrics do you use to measure the success of a content strategy?**

Number of impressions per page. Average time spent on page. Number of opt-in/email registrations. Number of returning visitors.

**8. How do you prioritize content creation and distribution efforts within a limited budget or resources?**

Review CRM data/leads and prioritize efforts towards middle of funnel – customers that most likely to buy within 90 days or less.

**9. How do you address the challenge of creating original and engaging content in a saturated market?**

As an employee of AT&T and a previous employee of PepsiCo - this challenge is not new to me. What I have learned is that most people go online because they are looking for solutions to their pain points/problems/questions. As a content strategist, the way you win business in the market is by meeting customers at their pain points. Quality content meets customers at every step of the journey.

**10. What tools and technologies do you use to research and analyze content performance?**

SEMrush, Qualtrics, SparkToro

**11. How do you stay updated on industry trends and changes in content marketing?**

I subscribe to the Content Marketing Institute, attend webinars and go to Dreamforce.

**12. Can you discuss a time when you had to pivot a content strategy due to unforeseen circumstances?**

When the shutdown happened during COVID, we had to completely change all content. What was designed for supermarket shelves had to be redesigned for online. We were in uncharted waters. We proto-typed a “Party-Box” with two bags of chips, two sodas, and a dip, and created content that it would be fun for movies and games. Thankfully, it was a hit!

**13. How do you collaborate with other teams, such as marketing, design, and product, in your content strategy efforts?**

Typically, I introduce myself as the content person, and if a project has already kicked-off, I like to listen, learn, and observe as much as possible.

**14. What do you think are the most important qualities for a successful content strategist?**

A content strategist works across all functions of the organization, so being able to build relationships is key. The successful content strategist must also be able to recognize the voice and value of the organization as the primary goal.

**15. How do you handle feedback and iterate on content strategy based on performance and stakeholder input?**

I do not take feedback personally – and stakeholder input is typically coming from a place of experience.