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Content Strategy Canvas

Audiences

U.S. sellers, 35–65: Absentee owners or heirs with unused acreage; want a simple sale and clear terms.

U.S. buyers, 30–60: Recreational buyers and small investors; need suitable land and reliable property details.

Outcomes

Proposed 90-day goals: Build trust and generate 12 qualified seller inquiries and 8 buyer inquiries from content.

Measure: Website forms, listing clicks and consultation requests by channel. Review monthly.

Tone, Voice, Style

Voice: Honest and knowledgeable.

Tone: Reassuring and respectful.

Style: Block text; green/gold; real or stock land photos. No emojis or AI imagery.

Strengths & Weaknesses

Strengths: Land focus, direct negotiations and an existing educational series.

Weaknesses: Discounted offers can limit seller appeal; content depends on inventory.

Opportunities & Threats

Opportunities: Reach absentee owners; educate first-time acreage buyers.

Threats: Rival buyers and brokers; distrust of unsolicited offers; changing borrowing costs.

Formats

Land Tips Tuesday: Graphics and carousels about access, water, boundaries and sale preparation.

Land Feature Friday: Actual parcel photos, maps, price and verified details.

Captioned videos: Property tours and process explainers.

FAQs and opt-in email: Answers and next steps.

Journey: Tips build awareness; FAQs support comparison; property/offer pages prompt inquiries.

Channels

Facebook: Seller education.
Instagram: Visual discovery.
LinkedIn: Investor insights.
Website: Forms and listings.
Opt-in email: Follow-up.

Key Message 1

A simpler way to sell unused land.

Understand the offer before you decide.

Request an offer online.

Key Message 2

Find land that fits your plans.

Compare price, access and verified property details.

View properties online.

Key Message 3

Know your land before you decide.

Practical guidance for confident ownership.

Explore Land Tips Tuesday.

Landscape

U.S. rural-land decisions are property-specific. Sellers weigh price against convenience; buyers assess access, permitted uses and total costs.

Competing investors and brokers make clear information and realistic expectations essential.

Notes

Course proposal: Profiles, SWOT and goals are planning assumptions, not performance data.

Qualified inquiry: Sellers supply parcel details; buyers supply budget and intended use.

Brand source: Website

Accessed Oct. 5, 2026.