

Content Marketing Planner

The clearer you are on your purpose, the more effective your content will be.

Lead Magnets

- What digital assets exist already?
- What assets need to be created?

Drive Awareness

- How will you generate awareness of your content (identify tactics)?
- What will you do to amplify your message?

Content Plan

- Outline your content themes and topics

Frequency

- Map your timeline

Method of Delivery

- Select your platforms

Ideal Customer Avatar

- Define your target market (Ideal buyer)?
- Create your buyer's persona
- What pain or problem are they looking to solve?

Measure of Success

- What outcomes are you looking to achieve from your content marketing efforts?