

The One Page Content Marketing Plan

1. Who are your people?

Who are you trying to reach with your content? Where do they hang out online? Be as specific as possible.

2. What are your objectives?

Choose two. (Remember: this is a simple plan to propel you toward action.)

3. What are your goals?

What does success look like 6-12 months from now? Choose two goals.

4. What types of content will you produce?

Blogs, podcasts, or videos? Tutorials, guides, interviews, infographics, or curated content?

5. How often will you publish your content?

Remember: choose quality over quantity but be consistent.

6. How will you promote your content?

Where will you be active on social media (hint: where are your people)? How will you capture email addresses? What groups will you target to share your content?