

The first and most important step is to develop your audience. Knowing who you want to attract helps you position your brand and target the message the right way with each and every piece of content you create. Every brand, sports team or not, has a different target audience that it wants to influence and attract.

Target Personas							
Name	Age	Interests	Likes	Dislikes	Income	Education	Preferred Social Networks

Once you know who your target audience is, you need to select the right distribution channels to reach them.

Content Marketing Calendar									
Publish Day	Publish Date	Author	Topic/Title	Content Details	Target Audience	Keywords	Channel	Call to Action	Hashtag
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