

Here's a simple content marketing strategy template:

#### 1. Goals

- Define what you want to achieve with your content (e.g., increase brand awareness, generate leads, drive sales).

#### 2. Audience

- Understand who your target audience is (e.g., demographics, interests, pain points).

#### 3. Content Types

- Decide what types of content you'll create (e.g., blog posts, videos, infographics).

#### 4. Content Calendar

- Plan when and where you'll publish each piece of content (e.g., weekly blog posts, and monthly videos).

#### 5. Distribution Channels

- Choose where you'll share your content (e.g., website, social media, email newsletters).

#### 6. Measurement

- Determine how you'll track the success of your content (e.g., website traffic, engagement metrics).

#### 7. Optimization

- Continuously analyze your content's performance and make adjustments to improve results.

This template provides a straightforward framework for planning and executing your content marketing efforts.