Content Marketing Plan Template

Company Overview

Company Name: [Your Company Name]
Industry: [Your Industry]
Mission Statement: [Your Mission Statement]
Content Marketing Goals: [List Your Content Marketing Goals]

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1. Target Audience

Buyer Personas:

- **Persona 1:** [Name, Age, Job Title, Interests, Pain Points, Preferred Content Channels]
- **Persona 2:** [Name, Age, Job Title, Interests, Pain Points, Preferred Content Channels]

Audience Segmentation:

- **Segment 1:** [Description]
- **Segment 2:** [Description]

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2. Content Audit

Existing Content Inventory:

- **Blog Posts:** [List Titles and Performance Metrics]

- **E-books/Whitepapers:** [List Titles and Performance Metrics]
- **Videos/Webinars:** [List Titles and Performance Metrics]
- **Social Media Posts:** [List Titles and Performance Metrics]

Content Gaps:

- **Gap 1:** [Description]
- **Gap 2:** [Description]

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3. Content Strategy

Content Themes:

- **Theme 1:** [Description and Relevant Topics]
- **Theme 2:** [Description and Relevant Topics]

Content Types:

- **Blog Posts**
- **Videos**
- **Infographics**
- **E-books/Whitepapers**
- **Case Studies**
- **Social Media Posts**
- **Email Newsletters**

Content Channels:

- **Website/Blog**
- **YouTube**
- **Social Media (Specify Platforms)**
- **Email Marketing**
- **Third-Party Publications**

4. Content Calendar

Date	Content Type	Title/Topic	Target Audience Segment	Distribution Channel	Responsible Person
[MM/DD/YY]	Blog Post	[Title/Topic]	[Segment]	[Channel]	[Name]
[MM/DD/YY]	Social Media	[Title/Topic]	[Segment]	[Channel]	[Name]
[MM/DD/YY]	Video	[Title/Topic]	[Segment]	[Channel]	[Name]
[MM/DD/YY]	Email Newsletter	[Title/Topic]	[Segment]	[Channel]	[Name]

5. Content Creation Process

Workflow:

1. **Idea Generation:** [Person/Team Responsible]
2. **Content Planning:** [Person/Team Responsible]
3. **Content Creation:** [Person/Team Responsible]

4. **Editing/Review:** [Person/Team Responsible]
5. **Approval:** [Person/Team Responsible]
6. **Publishing:** [Person/Team Responsible]
7. **Promotion:** [Person/Team Responsible]

Tools and Resources:

- **Content Management System (CMS):** [Tool Name]
- **Graphic Design Software:** [Tool Name]
- **SEO Tools:** [Tool Name]
- **Analytics Tools:** [Tool Name]
- **Project Management Tools:** [Tool Name]

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6. Promotion and Distribution

Owned Media:

- **Website/Blog**
- **Email List**

Earned Media:

- **Guest Blogging**
- **Media Mentions**
- **Influencer Partnerships**

Paid Media:

- **Social Media Ads**
- **PPC Campaigns**
- **Sponsored Content**

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7. Metrics and KPIs

Performance Metrics:

- **Website Traffic:** [Metric]
- **Engagement Rates:** [Metric]
- **Lead Generation:** [Metric]
- **Conversion Rates:** [Metric]
- **Social Media Metrics:** [Metric]

KPIs:

- **Increase Website Traffic by X% in Y Months**
- **Generate X Leads per Month**
- **Achieve X Conversions per Month**
- **Grow Social Media Followers by X% in Y Months**

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8. Budget

Content Creation Budget:

- **Blog Posts:** [$ Amount]
- **Videos:** [$ Amount]
- **Infographics:** [$ Amount]
- **E-books/Whitepapers:** [$ Amount]

Promotion Budget:

- **Social Media Ads:** [$ Amount]
- **PPC Campaigns:** [$ Amount]
- **Sponsored Content:** [$ Amount]

Tools and Resources Budget:

- **CMS Subscription:** [$ Amount]
- **SEO Tools:** [$ Amount]
- **Graphic Design Software:** [$ Amount]

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9. Evaluation and Optimization

Review Schedule:

- **Monthly Review Meetings:** [Date/Time]
- **Quarterly Performance Reviews:** [Date/Time]

Optimization Strategies:

- **A/B Testing for Content Variations**
- **SEO Audits and Updates**
- **Feedback Collection from Audience**