

Content Strategy for [Brand Name]

Use this template to devise and document your content marketing strategy.

See the [accompanying guide](#) for Content Strategy.

1. Content Goals

Goal	How to Measure It

2. Audience Analysis

Name	
Age	
Sex	
Location	
Bio	
Pain Points	<ul style="list-style-type: none">•
Link to Full Profile	

3. Resource Analysis

People		
Name	Role	Time

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Tools	
Name and Link	Description

Budget

4. Competitor Analysis

Name	
Domain	
Content Format(s)	
Topics Covered	
Top Pages	•
What They Do Well	
What They Could Do Better	

5. Content Audit

URL	Notes	To Do

6. Content Gaps

Topic	Notes

7. Content Guidelines

Tone of Voice Guidelines	
Content Calendar	
Style Guide	

Format	
Topics	
Frequency	
Distribution	
Notes	

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