

Social Media Content Calendar 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

Tools	
Name and Link	Description

Budget

4. Competitor Analysis

Name	
Domain	
Content Format(s)	
Topics Covered	
Top Pages	<ul style="list-style-type: none">
What They Do Well	
What They Could Do Better	

5. Content Audit

URL	Notes	To Do

6. Content Gaps

Topic	Notes
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7. Content Guidelines

Tone of Voice Guidelines	
Content Calendar	
Style Guide	

Format	
Topics	
Frequency	
Distribution	
Notes	

