



# Your Content Marketing Plan Template

## 1) Who are your ideal prospects and customers?? (Who are you trying to reach with your content)

This section is very important and you may have to fill it in several times if you have several typical avatars, ideal clients or buyer personas

**Demographics** (gender, age, socio-economic)

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**Characteristics** (values, interests, lifestyle)

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How do they go about making a buying decision?

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What are their questions? Pain points? Objections?

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What gaps in information are they lacking that my content can fill?

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Why would they care about us, as a business/company (aside from our product/service)?

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What online platforms do they use?

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How do they look for information?

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How do they choose and buy your type of services and / or product?

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## 2) What are your Business Objectives and Goals?

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## How will you measure your success? KPI's

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## 3) Identify the Correct Formula to Create Successful Content

What content will you deliver? (blog, infographic, podcast, video etc.)

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How are you going to deliver your content? (direct email, social media etc.)

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Which group will receive what content?

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Where can you curate content from? Other industry leaders etc.

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#### 4) How often will you publish? Be specific

Content Type	Frequency

#### 5) Create a Calendar

Microsoft office offer calendars within their software.

For a copy of my Content Planning Schedule (and more) – [click here!](#)

#### 6) Measure your success

KPI	Date 1	Date 2	Date 3	Date 4

**Was this useful?  
Now, grab your tools!**

