**Content Marketing Strategy Template**

This template will guide you through creating a content marketing strategy to achieve your business goals.

**Business Goals & Target Audience**

*Business Goals:*

What do you want to achieve with content marketing?   
(e.g., brand awareness, lead generation, increased sales)

*Target Audience:*  
Who are you creating content for?   
(define buyer personas with demographics, interests, and pain points)

**Content Strategy**

*Content Pillars:*  
What are the main topics your content will revolve around?   
(align with buyer personas' needs)

*Content Formats:*  
What types of content will you create?   
(e.g., blog posts, infographics, videos, social media content)

*Brand Voice & Tone:*  
How will your content sound?   
(e.g., informative, humorous, authoritative)

*Will the types of content vary for each stage of the customer journey?*   
(e.g. beginning middle and end? How do you draw them in, what do you tell them to keep them interested and how do we drive them to buy?)

**Content Calendar & Workflow**

*Content Calendar:*  
Explain your content creation and publishing schedule   
(consider content types and publishing frequency)

**Promotion & Distribution**

*Content Promotion Channels:*  
Where will you promote your content?   
(e.g., social media, email marketing, influencer, blog)

**Measurement & Analytics**

How will you measure the success of your content marketing?   
(e.g., website traffic, leads generated, social media engagement)

**Analytics Tools:**  
What tools will you use to track your KPIs?   
(e.g., Google Analytics, social media analytics)

**Review & Update**

Schedule Regular Reviews:  
How often will you review your content?