



Content Marketing Strategy Worksheet

This comprehensive worksheet guides you through creating an effective content marketing strategy. It covers key aspects from goal setting to performance review.

Business and Marketing Goals

Business Goals

Define key business objectives like increasing sales or building brand awareness.

Marketing Goals

Outline content marketing goals such as growing website traffic or increasing engagement.



Target Audience

Primary Audience

Identify your buyer persona, including age, gender, profession, and interests.

Pain Points & Needs

Understand the problems your audience faces and the solutions they seek.

Content Themes and Ideas

1

Theme 1

Develop core topics like product tutorials or industry news. This could involve creating step-by-step guides, showcasing new features, or sharing insights about industry trends. For example, if you're a software company, you could create tutorials on how to use your software or share industry news about upcoming regulations.

2

Theme 2

Create how-to guides or behind-the-scenes content. How-to guides provide practical advice and solutions to your audience's problems. Behind-the-scenes content can humanize your brand and show your audience the people and processes behind your work. For example, you could create a how-to guide on how to use your product effectively or give your audience a glimpse into your company culture by sharing videos or photos of your team.

3

Theme 3

Produce product comparisons or expert interviews. Product comparisons help your audience make informed decisions by highlighting the strengths and weaknesses of different options. Expert interviews provide valuable insights and perspectives from industry leaders. For example, you could create a comparison of your product with your competitors or interview an expert in your field to share their insights on industry trends.



Content Types



Written

Blog posts, eBooks, case studies, white papers, website content, articles, guides, newsletters, and social media captions.



Visual

Infographics, videos, images, presentations, social media graphics, animations, illustrations, and interactive content.



Audio

Podcasts, audio clips, webinars, audio interviews, sound effects, and music.

Content Distribution

1

Website

Host content on blog or landing pages.

- Create dedicated landing pages for specific content pieces
- Integrate content into website navigation menus
- Utilize internal linking to connect relevant content

2

Email Marketing

Incorporate content into email campaigns.

- Send newsletters featuring curated content
- Use content as lead magnets for sign-ups
- Include call-to-actions in emails that direct users to content

3

Social Media

Share on platforms like Facebook, Instagram, and LinkedIn.

- Post snippets of content with engaging visuals
- Run social media ads promoting relevant content
- Utilize social media groups and communities to share content



Content Calendar and Metrics

Content Title	Publish Date	Format	Channel
Beginner's Guide	January	Blog post	Website
Product Tutorial	February	Video	YouTube
Case Study	March	Ebook	Website
Industry Report	April	Infographic	Social Media
Customer Testimonial	May	Video	YouTube



Tools and Review Process

1

Content Creation Tools

Utilize tools such as Canva, Grammarly, and WordPress to create high-quality content.

2

Analytics Tools

Track and measure your content's performance using Google Analytics and HubSpot.

3

Review Schedule

Establish a regular schedule to review your content's metrics and make necessary adjustments to your strategy.

4

Content Optimization Tools

Use tools like SEMrush and Moz to research keywords and improve your content's SEO.

5

Collaboration Tools

Leverage tools like Slack and Asana to streamline communication and project management.

6

Review Process

Develop a structured review process to ensure content quality and consistency.

7

Content Audits

Conduct periodic content audits to identify outdated or underperforming content.

8

Feedback Gathering

Collect feedback from your target audience and stakeholders to improve content effectiveness.



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Download our Free Content Marketing Worksheet today to start planning your strategy and drive meaningful results for your business.

Get expert assistance in crafting your worksheet for your target audience.

This worksheet will help you define your content marketing goals, target audience, content themes, and distribution channels. It will also help you create a content calendar, track your progress, and identify opportunities to improve your content.

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