

The One Page Content Marketing Plan

Who are your **people**?

Who are you trying to reach with your content? Where do they hang out online? Be as specific as possible.

What are your **objectives**?

Choose two. (Remember: this is a simple plan to propel you toward action.)

What are your **goals**?

What does success look like 6-12 months from now? Choose two goals.

What types of **content** will you produce?

Blogs, podcasts, or videos? Tutorials, guides, interviews, infographics, or curated content?

How often will you **publish** your content?

Remember: choose quality over quantity but be consistent.

How will you **promote** your content?

- *Where will you be active on social media (hint: where are your people?)*
- *How will you capture email addresses?*
- *What groups will you target to share your content?*

