

Content Marketing Worksheet

Use the following worksheet to help you plan your content marketing strategy

01 What is your goal with producing more content?

02 What types of content are you going to produce (Graphics, articles, videos, ect.)

03 What Channels Are You Targeting?

04 What Is Your content production goal?

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05 Who is your target market? Get as specific as you can.

06 Take an Inventory of your current content. What's Working, what's not working?

07 Find some inspiration of people doing similar content to you. Write them down to remember later.

08 Choose a method to track your content (a spreadsheet or dedicated manager)

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09 Brainstorm Your initial content

10 Setup a plan to revisit and update old content.