

[Company Name] Content Marketing Strategy for [Year]

Overall Business Objective <i>What do you want for your business?</i>	<i>Example: To increase recognition of ABC Firm as a trusted guide for independent business owners.</i>
<ul style="list-style-type: none"> Business Goal <i>Specific growth goal related to the overall objective</i>	<i>Example: To increase business-owner leads by 10%</i>
<ul style="list-style-type: none"> Content Goal <i>Specific content goal that will support the business goal</i>	<i>Example: To become a thought leader for local business owners who need help with personal and professional financial planning.</i>
Defined Audience <i>Which audience is most likely to respond to your content?</i>	<i>Example: Business owners who are within five years of retirement. Age 55-65. Has begun thinking about selling, but not actively talking to anyone yet. Became a grandparent recently and is prioritizing personal over professional more and more. Crunched for time.</i>
Content Categories & Topics <i>What categories of content will the audience respond to? What topics could you cover?</i>	<i>Example:</i> <i>Category: Internal succession planning.</i> <ul style="list-style-type: none"> <i>How to identify the right candidate for internal succession plan</i> <i>How to line up your retirement goals with the sale of your business</i> <i>Category: Selling your business</i> <ul style="list-style-type: none"> <i>How to minimize taxes when selling your business</i> <i>How to set your business up for success after you're gone</i>
Content Formats <i>What format of content is easiest/most desirable for your audience</i>	<i>Example: Blogs, videos, newsletters, social media</i>
Channels & Frequency <i>Where and how often will you post your content?</i>	<i>Example:</i> <ul style="list-style-type: none"> <i>Blog: 1x per week</i> <i>Video: 2x per month</i> <i>Newsletter: 1x per week</i> <i>Podcast: 2x per month</i> <i>Facebook: 1x per day</i> <i>LinkedIn: 1x per day</i>
Business-related Content Goals <i>Now tie it back to the business goals!</i>	<i>Example:</i> <ul style="list-style-type: none"> <i>To increase recognition of ABC Firm as a trusted guide for independent business owners.</i> <ul style="list-style-type: none"> <i>Create and send business-owner-focused newsletter 1x per month</i> <i>To increase business-owner leads by 10%</i> <ul style="list-style-type: none"> <i>Grow newsletter subscribers by 10% per quarter</i>

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