Content Marketing Form & Agenda

Project Name_____

Rough Draft Due By:_____ Final Due By: _____ Launch: _____

Owner: _____ Helper: _____ Helper: _____

MARKET SEGMENT: select all that apply
☐ Segment 1 / Fire breather ☐ Segment 2 / Get Sweaty ☐ Segment 3 / Community
☐ Members ☐ Nonmembers

Purpose: select all that apply
☐ Build brand awareness ☐ free workout/sell ☐ other_____

Product: select all that apply
☐ CrossFit ☐ SWEAT ☐ Other

Media outlets: select all that apply
☐ facebook post ☐ facebook live ☐ facebook story ☐ insta post ☐ insta story ☐ insta live
☐ twitter ☐ email ☐ blog post

Supporting materials / links: select all that apply
☐ pdf ☐ landing page ☐ contact form ☐ photos ☐ video ☐ 3rd party info

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Include:
• Pain points • customer gains • demographic info • goals (detailed). • Message to consumer• Potential heading/sub heading • Call to action
Are you communicating in a language the a nonmember would understand, are you getting to the root of their pain points?

Action items:

<u>Article Action Items:</u>

☐ Goal Form Questions
☐ Write Article: ☐ Subhead ☐ Body Copy
☐ Facebook Heading
☐ PDF for article
☐ Article photo (people like images of people)

<u>Kelly's Experience Action Items:</u>

☐ Send upper body article (confirm questions)
☐ Goals PDF (finish)
☐ Photos: Before and After
☐ Video on her history: ☐ questions ☐ video of why
    ☐ video of her doing (20 seconds)
☐ Article photo (people like images of people)

Content Marketing Agenda_SAMPLE

Project / Topics	Owner / Help	Action Items	Next Steps