

Strategy Template

Use this template to help you build out your content marketing strategy. In order to get a copy that you can edit, click on **File > Make a copy**.

Vision

Goals

Audience

Voice and Style

(Place X on the scale)

Funny	----- -----	Serious
Formal	----- -----	Casual
Respectful	----- -----	Irreverent
Enthusiastic	----- -----	Matter-of-fact

**Marketing Channel
and Objectives**

Flow Ideas

Newsletter Ideas