



Content Strategy Planner

Having a clear plan is key to help your business move forward. Setting goals and planning content geared towards meeting them will be a key part of building your business.

Here are some tips to help you plan out your content for the next weeks and months.

Remember : keep your planning limited to up to 8 weeks in advance. In this changing environment, what works today may not work in 3 months.

1 - Goal Setting

- Identify your content marketing goals.
- Define your target audience and their needs.
- Set specific, measurable, achievable, relevant and time-bound (SMART) goals for content strategy.

2 - Content Planning

- Use the content calendar to plan your content in advance.
- Determine the frequency and timing of your content releases.
- Allocate topics or themes to specific dates or time periods.
- Include any key events, holidays or promotions relevant to your business.

3 - Content Types and Format

- Brainstorm Various types of content that align with your goals and resonate with your target audience (examples: blog posts/ videos/infographics/case studies.)
- Determine the best formats to deliver your content (examples: written articles/podcasts/social media posts.)
- Consider incorporating a mix of educational, entertaining, and promotional content.

4 - Content Ideas and Topics

- Conduct keyword research and identify popular topics related to your industry or niche
- Use customer feedback, FAQs, and industry trends to generate content ideas.
- Create a list of potential content topics that address your audiences pain points and provide value

5 - Content Creation and Distribution

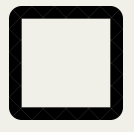
- Define roles and responsibilities within your content creation team (if applicable.)
- Establish a workflow for content creation, editing, and approval.
- Determine the best platforms and channels to distribute your content (examples: website/blog/social media/email newsletters.)
- Develop a promotional strategy to reach a wider audience and increase engagement

6 - Content Optimisation

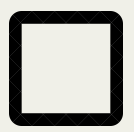
- Implement Search Engine Optimisation (SEO) techniques to improve the visibility and discoverability of your content.
- Optimise headlines, meta descriptions, and tags for better search rankings.
- Ensure your content is mobile friendly and loads quickly

7 - Content Performance Tracking

- Define Key Performance Indicators (KPIs) to measure the success of your content strategy.
- Monitor website traffic, engagement metrics (likes, shares, comments) and conversion rates.
- Use analytics tools to track and analyse the performance of each piece of content.
- Make data-driven decisions to refine and improve your content strategy.



Goal Setting.



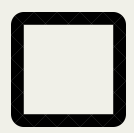
Content Types.

Content Ideas & Topics.

Content Creation.

Content Optimisation.

Content Performance.



Content Calendar.

○	○	○	○	○	○	○
○	○	○	○	○	○	○
○	○	○	○	○	○	○
○	○	○	○	○	○	○
○	○	○				

