



What I Include in a Content Marketing Plan

Audience

I will discuss with you who your audience is -- who are the people who are interested in your services and who you are trying to reach?

Goals

Working with you, I will develop about three SMART (Specific, Measurable, Achievable, Realistic, and Time-bound) goals for your content marketing.

Key Messages

What are the three main things you need to communicate to your audience? Who are you? What do you do? Again, with your input, I will develop a set of key messages and sub-points to support those messages that you should work to include in all of your communication with your audience.

Recommended Types of Content

After reviewing with you the types of content you have created in the past, identified your audience, and developed your goals and key messages, I will then create a list of recommended types of content for you to begin implementing. This will include ideas and strategies for creating this content, as well as recommendations on how frequently to create and distribute this content. These ideas will be tailored to your business.

This could include sections like the following:

- Website Content
- Automatic/Autoresponder Emails
- Blog
- Email Newsletter
- Facebook
- Instagram



Frequency of Content

In my plan, I will make recommendations in each of the sections above about how frequently I think you should be communicating with these different platforms to make sure they are really effective, but quality content is more important than quantity. It is important to be consistent though. If you decide you're going to blog regularly, make sure it happens regularly. Set aside a day every week for content creation and planning out the week for your emails and posts, and stick with it.

Measurement/Evaluation

It is important to see how things are going once you've started consistently completing these tactics. In my plan, I will recommend that you evaluate your progress at the end of each month, and of the overall program at the end of three months. I will give you a list of questions to review for that evaluation process each month to ensure that you are making progress and meeting the goals we have set for your business.

How to Start

I include this section in each of my content marketing plans as well, to help busy business owners get started and move through this plan effectively.

It is a step-by-step guide to help you make progress and get started that includes the following steps:

1. Prioritize
2. Schedule
3. Prep
4. Recruit
5. Start
6. Evaluate

If you are interested in talking about how I can create a content marketing plan like this for your business, please let me know by emailing jcbfreelancing@gmail.com.