

Content Strategy Planner

Core Goals

Think of 3-5 high-level goals your agency is trying to achieve. (Ex: Establish credibility, expose services, drive traffic, etc.)

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Key Performance Indicators (KPIs)

What variables will you look at to indicate the success of your content? Translate your goals into metrics you can measure. (Ex: number of views, shares, sign-ups, new users, etc.)

Target Audience

List the 4-5 personas that represent specific segments of your audience. Understanding who your audience is and what they care about will help you write relevant content.

Keywords

Define keywords of topics that your audience cares about. This will guide the type of content you create and improve SEO of your content.

Content Type

What kind of content does your audience consume? (Ex: How-To Guides, Case Studies, Guest Posts, Blog Articles, Photos, Infographics, Videos, eBooks or other free resources)

Editorial Calendar

How often will you be creating new content? Once a month? Three times a month? The time and resources you're able to dedicate varies depending on your agency's size. The important thing is to consistently deliver updated, high-quality content.

January	February	March
Theme: _____	Theme: _____	Theme: _____
Subtopics: _____ _____ _____ _____ _____	Subtopics: _____ _____ _____ _____ _____	Subtopics: _____ _____ _____ _____ _____
April	May	June
Theme: _____	Theme: _____	Theme: _____
Subtopics: _____ _____ _____ _____ _____	Subtopics: _____ _____ _____ _____ _____	Subtopics: _____ _____ _____ _____ _____
July	August	September
Theme: _____	Theme: _____	Theme: _____
Subtopics: _____ _____ _____ _____ _____	Subtopics: _____ _____ _____ _____ _____	Subtopics: _____ _____ _____ _____ _____
October	November	December
Theme: _____	Theme: _____	Theme: _____
Subtopics: _____ _____ _____ _____ _____	Subtopics: _____ _____ _____ _____ _____	Subtopics: _____ _____ _____ _____ _____
