

# The One Page Content Marketing Plan

## 1. Who are your **people**?

*Who are you trying to reach with your content? Where do they hang out online? Be as specific as possible.*

## 2. What are your **objectives**?

*Choose two. (Remember: this is a simple plan to propel you toward action.)*

## 3. What are your **goals**?

*What does success look like 6-12 months from now? Choose two goals.*

## 4. What types of **content** will you produce?

*Blogs, podcasts, or videos? Tutorials, guides, interviews, infographics, or curated content?*

## 5. How often will you **publish** your content?

*Remember: choose quality over quantity but be consistent.*

## 6. How will you **promote** your content?

*Where will you be active on social media (hint: where are your people)? How will you capture email addresses? What groups will you target to share your content?*