**Profle title**

## Overview

Provide a high-level overview of your content strategy, goals, and success metrics.

## Content strategy roadmap

List your content goals and order them by priority. Then provide detailed action items and plans for each quarter, sprint cycle, or other period of time.

|  |  |  |  |
| --- | --- | --- | --- |
| **Goal** | **e.g., Sprint 1** |  |  |
| e.g., Create a unified brand voice | e.g., Complete a content audit and identify gaps, risks, and opportunities | e.g., Develop voice and tone guidelines for each channel | e.g., Train writers and stakeholders on new content guidelines |
|  |  |  |  |
|  |  |  |  |

## Content strategy planning

Look over your content strategy roadmap and choose the action items you plan to work on first. Then use this space to think through your strategy and plan next steps.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action item** | **Business reason** | **Content** | **Resources** | **Next steps** |
| e.g., Complete a content audit and identify gaps, risks, and opportunities | Explain how this work solves a business problem or improves the customer experience. | List the content you plan to create and explain how it will appear across channels. | Explain the skills, tools, budget, and time required to complete this work. |  |

## Content channels

List the websites, social media accounts, and other channels you're managing.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Link** | **Content structure** | **Tone** |
| e.g., marketing landing page | Type / to add a link | e.g., hero, subheader, blurb, CTA | e.g., friendly and exciting |

## Editorial calendar

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Content** | **Description** | **Owner** | **Channel** | **Publication date** |
| Type / to add a link | e.g., blog post | @ mention the owner | e.g., marketing landing page | Type // to add a date using a calendar |

## Resources

Add links to guidelines, glossaries, or any other resource you need.