



Content Marketing Plan Template



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[Insert Campaign Name] [Insert Time Frame] [Insert Goal]							
Asset #1: [Insert Asset #1]	Action Name	Action Description	Content Type	Team	Step 1	Step 2	Step 3
	Example: Plan Ebook Outline	Example: Campaign team to propose an outline for the ebook to support the campaign.	Example: Copy draft	Example: Campaigns Team	Example: Draft of outline due	Example: Edits submitted by content team	Example: Edits made by campaigns team
	Example: Write Ebook	Example: Content team to write the final draft.	Example: Copy draft	Example: Content Team	Example: Research for ebook	Example: First draft written	Example: Edits suggested by team director
	Example: Design Ebook	Example: Creative team to design the finished ebook.	Example: InDesign draft	Example: Creative Team	Example: Design mockups prepared & approved	Example: First draft created	Example: Edits suggested by team director
	Example: Publish Ebook	Example: Publish ebook and promote on site	Example: PDF document and promo assets	Example: Campaigns Team	Example: Publish ebook live on our site	Example: Email ebook to our contact list	Example: Promote ebook as CTA on relevant blogs
							Example: Analyze lead numbers, compare to goals

How to Use This Template:

This template is designed for year-long planning and can be customized to fit your business's specific needs. It includes individual sheets for each month or campaign. You should use the sheets that are most relevant to your planning.

Within each tab, you'll find sections for setting goals, specifying content types, identifying stakeholders, and establishing timelines for each month or campaign.

After you have customized this planner to your requirements, you can remove this initial page and then share it with your colleagues to facilitate collaborative planning.

	[Insert Month]							

Campaign #1: [Insert Campaign #1]								
Goal: [Insert Goal]								
Content Name	Content Description	Content Type	Team	Week 1	Week 2	Week 3	Week 4	Week 5
Example: Blog Publication Checklist	Example: A downloadable PDF checklist to help our visitors publish blog posts.	Example: PDF	Example: Design & Copywriting	Example: Draft of writing due	Example: Copy finalized	Example: Design mockup due	Example: Design completed	Example: Content goes live
Example: How to Write a Blog Post	Example: A blog post on how to structure a post. The CTA will be our checklist.	Example: Blog Post	Example: Blog Team	Example: No action needed	Example: No action needed	Example: Outline approved	Example: Blog post completed	Example: Blog post goes live

Campaign #2: [Insert Campaign #2]								
Goal: [Insert Goal]								
Content Name	Content Description	Content Type	Team	Week 1	Week 2	Week 3	Week 4	Week 5

Campaign #3: [Insert Campaign #3]								
Goal: [Insert Goal]								
Content Name	Content Description	Content Type	Team	Week 1	Week 2	Week 3	Week 4	Week 5



[Insert Quarter]

Campaign #1: [Insert Campaign #1]

Goal: [Insert Goal]

Content Name	Content Description	Content Type	Team	Month 1	Month 2	Month 3
Example: An Intro to Video Marketing	Example: A video to introduce our video marketing campaign.	Example: Video	Example: Video Team	Example: Draft of script due	Example: Video shot and edited	Example: Video released
Example: Video Marketing Checklist	Example: A downloadable PDF checklist to help our visitors make better videos.	Example: PDF	Example: Content Team	Example: No action needed	Example: Copy finalized	Example: Design approved and launched
Example: How to Write a Video Script	Example: A blog post on how to write a video script. It will feature our video & promote our checklist.	Example: Blog Post	Example: Blog Team	Example: No action needed	Example: Outline approved and draft completed	Example: Blog published

Campaign #2: [Insert Campaign #2]

Goal: [Insert Goal]

Content Name	Content Description	Content Type	Team	Month 1	Month 2	Month 3

Campaign #3: [Insert Campaign #3]

Goal: [Insert Goal]

Content Name	Content Description	Content Type	Team	Month 1	Month 2	Month 3

[Insert Campaign Name]
[Insert Time Frame]
[Insert Goal]

Asset #1: [Insert Asset #1]

Action Name	Action Description	Content Type	Team	Step 1	Step 2	Step 3	Step 4
Example: Plan Ebook Outline	Example: Campaign team to propose an outline for the ebook to support the campaign.	Example: Copy draft	Example: Campaigns Team	Example: Draft of outline due	Example: Edits submitted by content team	Example: Edits made by campaigns team	Example: Outline approved
Example: Write Ebook	Example: Content team to write the final draft.	Example: Copy draft	Example: Content Team	Example: Research for ebook	Example: First draft written	Example: Edits suggested by team director	Example: Edits complete, final draft approved
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Example: Publish Ebook	Example: Publish ebook and promote on-site	Example: PDF document and promo assets	Example: Campaigns Team	Example: Publish ebook live on our site	Example: Email ebook to our contact list	Example: Promote ebook as CTA on relevant blogs	Example: Analyze lead numbers, compare to goals

Asset #2: [Insert Asset #2]

[illegible]

Asset #3: [Insert Asset #3]

[illegible]