1. **Content strategy** creation template provides an all-in-one approach to identify and organize your key goals, themes, workflows, and guidelines for every piece of content (blog posts, webinars, e-books, etc.). Assign key dates and project roles in order to set a solid strategy from which to build out your content creation and management processes.

Downloads -> ContentMarketing

1. **Video Content Marketing :** According to the site Small Business Trends, people share social videos 12 times as much as they share social text and images combined. To use that statistic to your advantage, you’ll need an effective video content marketing strategy. Use this template to guide you through the key questions that you need to answer in order to capture the attention and meet the needs of your audience, while simultaneously hitting your goals.

Downloads -> VideoContentMarketin**g**

1. **Social Media Plan :** This social media strategy plan template enables you to create a detailed plan of attack across social networks; the template also includes a section for capturing performance evaluation metrics that justify said plan.

Downloads -> SocialMediaPlan

1. **Content Curation Plan :** This customizable content curation template offers a step-by-step approach to choosing relevant, key topics that align with your business, identifying major opportunities, and leveraging your brand’s unique touch to captivate and expand your audience.
2. **Social Media Audit :** You can customize this social media audit template to track key data and performance metrics across multiple social channels on one spreadsheet. Analyzing your social media efforts on a regular basis allows you to adjust your content strategy according to what is working and what needs fine-tuning.