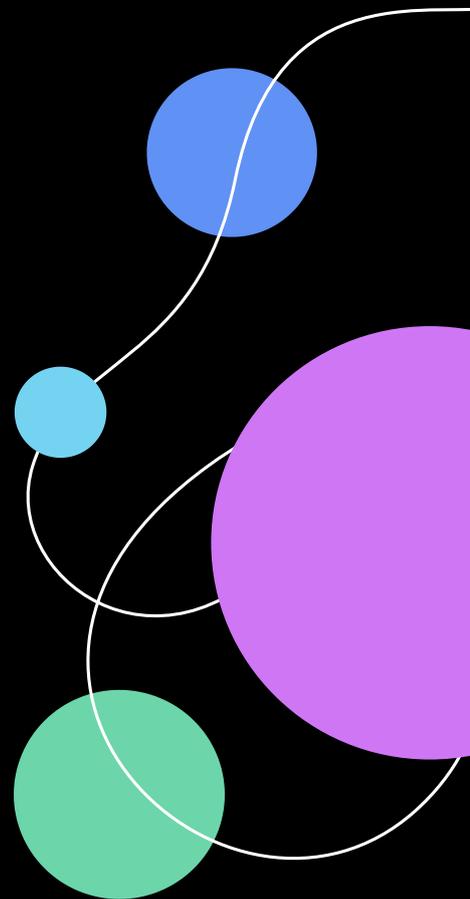


# Content Marketing Plan Template

by Digital Commerce Partners

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# 1. Goals & Metrics

## *Primary Business Goal*

Include a timeline and KPI such as sales or revenue.

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## *Content Marketing Goals*

Include a timeline and KPI such as traffic, rankings, leads, or conversions.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

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## 2. Audience Profile

*Gather information from your traffic sources and customer interviews.*

Demographics: \_\_\_\_\_

Pain Points: \_\_\_\_\_

Goals/Desires: \_\_\_\_\_

Content Habits: \_\_\_\_\_

Purchase Priorities: \_\_\_\_\_

Knowledge Level: \_\_\_\_\_

## 3. Brand Voice Guidelines

*Describe the tone of voice dimensions (NN/g)*

Use specific wording and examples.

Serious or Funny? \_\_\_\_\_

Casual or Formal? \_\_\_\_\_

Irreverent or Respectful? \_\_\_\_\_

Matter-of-fact to Enthusiastic? \_\_\_\_\_

### *Key Messaging Points*

Benefits, unique features, and brand messaging to highlight:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

*Examples of how to sound like our brand:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

*Examples of how NOT to sound like our brand:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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## 4. Content Type Format

### *Primary Channels*

Blog, video, social media, podcasts, email, something else?

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### *Stage of Awareness*

Top, mid, or bottom-funnel content?

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## 5. Content Audit Results

### *Priority Updates Needed*

Underperforming content to update

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## 6. New Topics

### *Priority Keywords and Topics*

The first 10 topics, with keyword targeting and search intent

1. Topic: \_\_\_\_\_ KW Volume: \_\_\_\_\_ Intent: \_\_\_\_\_
2. Topic: \_\_\_\_\_ KW Volume: \_\_\_\_\_ Intent: \_\_\_\_\_
3. Topic: \_\_\_\_\_ KW Volume: \_\_\_\_\_ Intent: \_\_\_\_\_
4. Topic: \_\_\_\_\_ KW Volume: \_\_\_\_\_ Intent: \_\_\_\_\_
5. Topic: \_\_\_\_\_ KW Volume: \_\_\_\_\_ Intent: \_\_\_\_\_
6. Topic: \_\_\_\_\_ KW Volume: \_\_\_\_\_ Intent: \_\_\_\_\_
7. Topic: \_\_\_\_\_ KW Volume: \_\_\_\_\_ Intent: \_\_\_\_\_
8. Topic: \_\_\_\_\_ KW Volume: \_\_\_\_\_ Intent: \_\_\_\_\_
9. Topic: \_\_\_\_\_ KW Volume: \_\_\_\_\_ Intent: \_\_\_\_\_
10. Topic: \_\_\_\_\_ KW Volume: \_\_\_\_\_ Intent: \_\_\_\_\_

## 7. Content Calendar

### *Content Calendar Platform & Guidelines*

Where to find the content calendar and related documents:

\_\_\_\_\_

Publishing Frequency: \_\_\_\_\_

### *Content Production Timeline & Roles*

People and lead times to complete each stage of production

- Research & Brief: \_\_\_\_\_
- Writing: \_\_\_\_\_
- Editing: \_\_\_\_\_
- Reviews/Approvals: \_\_\_\_\_
- Design/Media: \_\_\_\_\_
- Publication: \_\_\_\_\_
- Promotion: \_\_\_\_\_

## 8. Measurement Plan

### *Tracking and Reporting Schedule*

- Weekly Review: \_\_\_\_\_
- Monthly Analysis: \_\_\_\_\_
- Quarterly Assessment: \_\_\_\_\_

### *Tools & Dashboards:*

- Analytics: \_\_\_\_\_
- SEO: \_\_\_\_\_
- Content: \_\_\_\_\_
- Other: \_\_\_\_\_

### *Notes & Action Items:*

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Our content marketing and SEO services can help you take your blog to the next level—so you don't have to do it alone.

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**Jon Nastor**

Co-founder, Head of Strategy  
Digital Commerce Partners

