



Content Strategy Plan

V-Squared Creative Content Strategy Plan

Goals

Goal 1 _____

How will it be measured? _____

Goal 2 _____

How will it be measured? _____

Goal 3 _____

How will it be measured? _____

Goal 4 _____

How will it be measured? _____

TARGET AUDIENCE - Tone & Style

Persona 1

Demographics _____

Geographics _____



Content Strategy Plan

Psychographics _____

Tone & Style _____

Persona 2

Demographics _____

Geographics _____

Psychographics _____

Tone & Style _____

Persona 3

Demographics _____

Geographics _____



Content Strategy Plan

Psychographics _____

Tone & Style _____

Buying Stages

Stage 1 _____

Description _____

Types of Content _____

Stage 2 _____

Description _____

Types of Content _____

Stage 3 _____



Content Strategy Plan

Description _____

Types of Content _____

Stage 4 _____

Description _____

Types of Content _____

Stage 5 _____

Description _____

Types of Content _____



Content Strategy Plan

Content Theme

SEO Key Phrases

Types of Content

Check all that apply:

- | | |
|--|---|
| <input type="checkbox"/> blog articles | <input type="checkbox"/> guest blog posts |
| <input type="checkbox"/> eBooks | <input type="checkbox"/> white papers |
| <input type="checkbox"/> eNewsletters | <input type="checkbox"/> hard copy newsletters |
| <input type="checkbox"/> checklists | <input type="checkbox"/> curated lists |
| <input type="checkbox"/> interviews | <input type="checkbox"/> videos |
| <input type="checkbox"/> webinars | <input type="checkbox"/> surveys/contests |
| <input type="checkbox"/> slideshare/powerpoint/etc presentations | <input type="checkbox"/> infographics |
| <input type="checkbox"/> print materials | <input type="checkbox"/> articles |
| <input type="checkbox"/> live events | <input type="checkbox"/> social media updates/posts |
| <input type="checkbox"/> custom photography | <input type="checkbox"/> email series |
| <input type="checkbox"/> memes | <input type="checkbox"/> landing pages |
| <input type="checkbox"/> web content/copywriting | <input type="checkbox"/> special reports |
| <input type="checkbox"/> how-to guides | <input type="checkbox"/> FAQs |
| <input type="checkbox"/> podcast production | <input type="checkbox"/> app development |
| <input type="checkbox"/> other: _____ | |

Promotion

5 Main Groups

- 1) Owned Channels
- 2) Influencers/Partners
- 3) Rented/Unowned Channels
- 4) Paid Media
- 5) [Search Engine Optimization](#)

Owned Channels

- | | |
|---|---|
| <input type="checkbox"/> blog | <input type="checkbox"/> eNewsletters |
| <input type="checkbox"/> hard copy newsletter | <input type="checkbox"/> website real estate
(including landing pages) |
| <input type="checkbox"/> Resource Centers or content hubs | |

Influencers/Partners

Who are they? _____

How can we build a relationship? _____

What value can we bring? _____

Rented/Unowned Channels

- | | |
|---|---|
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Facebook |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Instagram |
| <input type="checkbox"/> Tumblr | <input type="checkbox"/> Google+ |
| <input type="checkbox"/> Flickr | <input type="checkbox"/> Pinterest |
| <input type="checkbox"/> Social Bookmarking Sites (Digg, Stumble Upon, etc) | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> Q&A Sites (Quora, Reddit, Focus, etc) | <input type="checkbox"/> Guest Posts on other's sites |
| <input type="checkbox"/> Featured in Other's Newsletters | |

Paid Media

- Pay-Per-Click
- Sponsored Ads/Boosted Posts on Social Platforms
- Banner Ads
- Newsletter Inserts (hardcopy or digital)
- Sponsorships (webinars, events, etc)
- Offline Media (direct mail, prints, ect)