CONTENT MARKETING PLANNING TEMPLATE

PRODUCT

COMPANY

		DESCRIPTION	PROJECT LEAD	DATE COMPLETED	STAKEHOLDER APPROVAL
GOALS	GOAL 1				
	GOAL 2				
	GOAL 3				
CONTENT THEME	MESSAGE				
	STORY ELEMENTS				
CONTENT REVIEW	CONTENT TO **KEEP**				
	CONTENT TO **UPDATE**				
	CONTENT TO **DELETE**				
	CONTENT TO **ADD**				
CONTENT MAPPING					
CONTENT WORKFLOW	BLOG POSTS & ARTICLES				

	GUIDES & E-BOOKS				
	GRAPHICS				
	VIDEO				
	PODCASTS				
	WEBINARS				
EDITORIAL CALENDAR					
CONTENT GUIDELINES	BRANDING				
	VOICE & STYLE				
	METADATA				
	VISUALS				
	Best Practices: **WRITING**				
	Best Practices: **SEO**				

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