



The

CONTENT MARKETING

Planner

Ready to think somewhere tangible?

This sheet is designed to use what you need and ditch what you don't. Print it out, scribble, project it on a wall - you choose! Grab a buddy, or do it stag - it's really up to you. You've got clearer direction of your marketing within reach!

Client:
Campaign/Project:

User Task

What is the user trying to achieve?

Key User

Who are you talking to?

Business Goals

What is the intended outcome for the business?

Findability

How will the user find your solution/information?

Pathways

Links.

In:

Out:

Content Assets

What are you steering towards?

Promotion

What are your methods of distribution?

Review

Things to be aware of and check.

Measure

How/when will you measure success?