

One-Page Content Marketing Strategy Template



COMPANY

OBJECTIVES (2 or 3, qualitative)

1

2

3

GOALS (2 or 3, quantitative)

1

2

3

MARKETING

STRATEGIES (2 or 3, qualitative)

1

2

3

METRICS (2 or 3, quantitative)

1

2

3

CONTENT MARKETING MISSION

WHO WE SERVE (buyer personas)

WHAT'S IN IT FOR BUYERS? (benefits)

CALLS TO ACTION (what buyers should do next)
