

# 1-Page Content Marketing Strategy Template

<b>COMPANY</b>	
OBJECTIVES (2 or 3, qualitative)	GOALS (2 or 3, quantitative)
1	1
2	2
3	3
<b>MARKETING</b>	
STRATEGIES (2 or 3, qualitative)	METRICS (2 or 3, quantitative)
1	1
2	2
3	3
<b>CONTENT MARKETING MISSION</b>	
<b>WHO WE SERVE</b> (buyer personas)	
<b>WHAT'S IN IT FOR BUYERS?</b> (benefits)	
<b>CALLS TO ACTION</b> (what buyers should do next)	

