

1-Page Content Marketing Strategy Template

Objectives: What does the company need to accomplish this year? *Qualitative*

- 1.
- 2.
- 3.

Goals: How will the company measure its success? *Quantitative*

- 1.
- 2.
- 3.

Content Marketing Mission

Become the best source of information on [customer problem or product category].

Who we serve: (Buyer persona summaries)

What's in it for buyers? (Benefits)

Strategies: What does marketing need to accomplish this year? *Qualitative*

- 1.
- 2.
- 3.

Metrics: How will content marketing success be measured? *Quantitative*

- 1.
- 2.
- 3.

Content Serving Sizes	Length (seconds)	Length (words)
Tweet, headline, sound bite, cartoon	:07	23
Blog, web page, news release, infographic, video	2:00	400
Article, long video, short talk	5:00	1,000
White paper, presentation, speech, E-book	20:00	4,000

Calls to action: What do you want buyers to do next?