

How To Actually *Execute Your Content Strategy* With A Content Plan Template

So you've heard from everyone and their mother that you need to plan your content. Yeah, thanks, am I right? But what are the few things you can do to publish awesome content consistently? Here is a content plan template to help you focus on the things that will help you become a rock star at content marketing.

Start with a measurable goal.

Content marketing goals build upon one another. Measure these metrics (and determine a few more all your own if you'd like).

Social media shares: _____

Social media subscribers: _____

Traffic: _____

Email subscribers: _____

Customer conversions: _____

Other: _____

Choose your tools.

Now determine which tools you'll use to actually measure these results:

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| _____ |
| _____ |
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| _____ |
| _____ |
| _____ |

Give yourself SMART goals to help you understand how to improve or what they need to change.

By [day, month, year] my [marketing type] will reach [#] social shares every [time frame] that will [impact on growth].

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|-------|
| _____ |
| _____ |
| _____ |
| _____ |
| _____ |
| _____ |

Plan a consistent time and day when you will review your goals. Go ahead, schedule this on your calendar!

Flesh out your “marketing funnel” with real content ideas.

Write a list of every question your readers have along the way from being a newbie to an expert in your industry (and with your product).

Now, organize all those questions in a chronological order. If this were a perfect world, how would your audience step through your content from beginning to end that will result in them converting into your customer?

From there, answer every question. Think of multiple bullet points here: There are probably dozens of answers to every question.

Those answers serve as the foundation of your content you'll create. Now you can see where there are gaps in your existing content, too, so you can fill those areas

Gather your resources.

Who will help you write your content? List every writer who will help you out:

Who will help you design the content? List every designer or person who will help you out:

Who will help you optimize, publish, share, promote, and repurpose the content? These are your editors, so to say, so list every person who will help you out:

Narrow those individuals to a core group of minimum people necessary to create consistent content.

Writers:

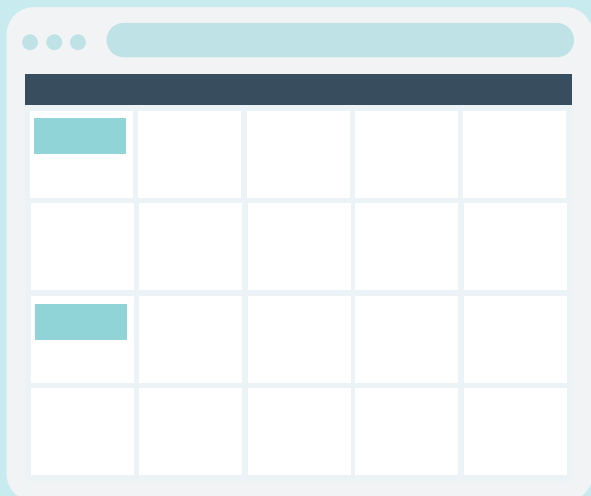
Designers:

Editors:

- ☐ Meet with each of these individual's managers to agree on their responsibilities.
- ☐ Meet with each individual to discuss their responsibilities.

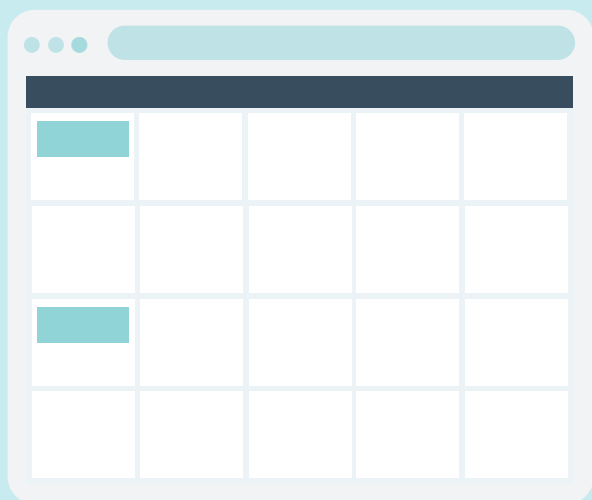
Plan your publishing frequency.

The best advice here is to start slow. New processes take time to learn, so it's likely that at first, the team will need to commit more time to produce content simply because they've never done this before.



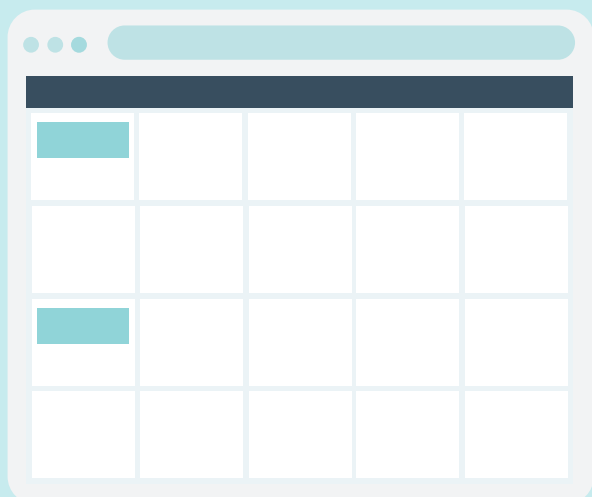
Month 1

Publish twice, two weeks apart to get started.



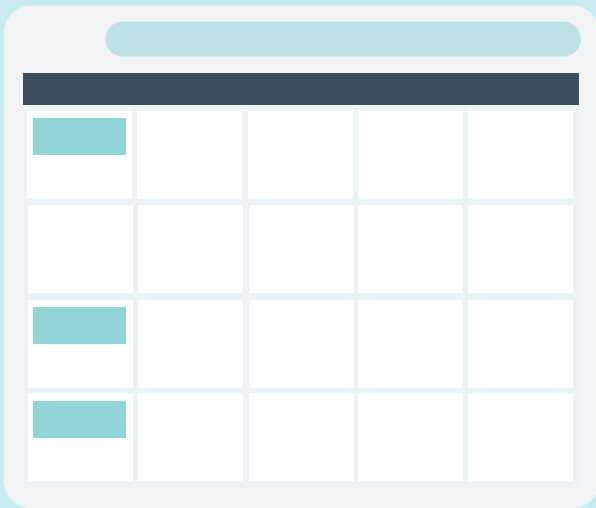
Month 2

You're getting the hang of it! Publish two more times.



Month 3

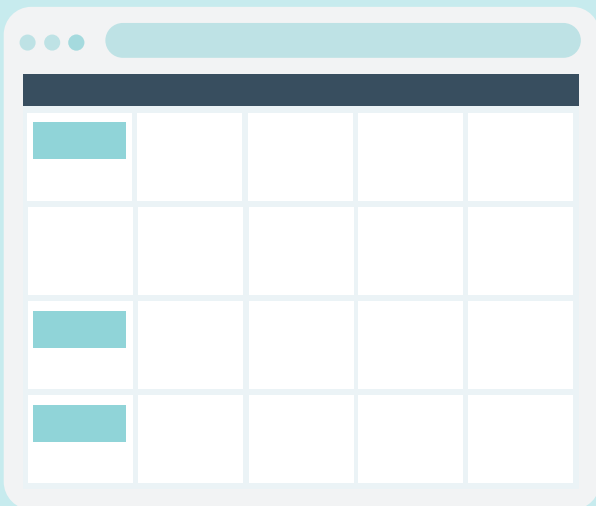
Now you're mastering this, right? Try two more times.



Month 4

Alright, rock star.

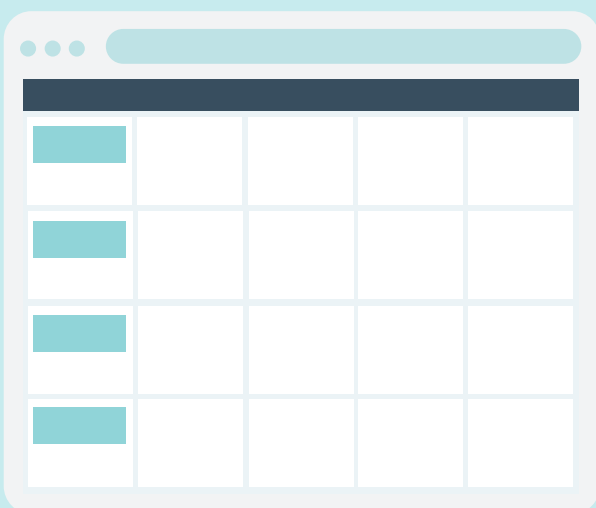
Add in one more post.



Month 5

How did that go?

Publish three more this month.



Month 6

Now that you know exactly how this works,
publish four posts!

When you establish your content program, the reach of every piece you publish will grow. But here's a simple model to help you estimate a good publishing frequency to shoot for based on how your current content contributes to your goals:

HEAR THE RAVES



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule

The social media editorial calendar for WordPress

