

ANATOMY OF A CONTENT PLAN

A content plan is similar to a marketing plan except that it's specific to your content. And you need one — STAT! Here's everything that needs to be inside.

CORE MESSAGES

Here's where you'll write three to five messages about your product/service that you want to get across in your content. These will act as the central themes on which you'll craft your story ideas.

CONTENT MISSION

A content mission is your why. It will act as a guidepost when deciding what to publish. When you're struggling to decide if a particular piece works for your organization, refer to your content mission and core messages to determine fit.

CONTENT LINEUP

The lineup is the bones of your content plan. Here, you'll include fleshed-out ideas for each piece of content you plan to produce, noting on which channel and when it will be published.

MEASUREMENT

This is where you'll outline how you plan to measure success. Will you track email opens, clicks, conversions? Will you conduct reader or user surveys?

TARGET AUDIENCE

Not having a well-defined audience is like operating on the wrong limb. You'll completely miss your mark. Outline your primary and secondary audiences, complete with descriptions or short personas for each.

GOALS

What do you want your content to accomplish? Brand awareness? Lead generation? Customer engagement? Your content goals should be distinct from, but align with your overall marketing goals.



NEED A SPECIALIST?

It can be difficult to plan for the future when you're busy tending to current emergencies. Active Voice Communications specializes in painless content plans. Contact us today at info@theactivevoice.com to get started.

2/3 of the most successful marketing communications teams have written content plans as compared with just 19% of the least successful teams, according to the [Content Marketing Institute](#).

