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.



CONTENT LINEUP

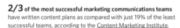
The lineup is the bones of your content plan. Here, you'll include fleshed-out ideas for each piece of content you plan to produce, noting on which channel and when it will be published.

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 <u>info@theactivevoice.com</u> to get started.





short personas for each.