**CONTENT MARKETING PLAN STRATEGY TEMPLATE**

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| **LIFECYCLE STAGE** | **SMART GOAL(S)** | **STRATEGY TO MEET OBJECTIVE(S)** | **KEY PERFORMANCE INDICATORS** | **NOTES** |
| **AWARENESS** |  |  |  |  |
| **CONSIDERATION** |  |  |  |  |
| **PURCHASE** |  |  |  |  |
| **RETENTION** |  |  |  |  |

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