**CONTENT MARKETING ACTION PLAN TEMPLATE**

|  |  |  |  |
| --- | --- | --- | --- |
| PRODUCT |  | COMPANY |  |
|  |  |
|  |  |  |  |  |  |
|  | DESCRIPTION | PROJECT LEAD | DATE COMPLETED | STAKEHOLDER APPROVAL |
| **GOALS** | GOAL 1 |  |  |  |  |
| GOAL 2 |  |  |  |  |
| GOAL 3 |  |  |   |  |
| **CONTENT THEME** | MESSAGE |  |  |   |  |
| STORY ELEMENTS |  |  |  |  |
| **CONTENT REVIEW** | CONTENT TO **KEEP** |  |  |  |  |
| CONTENT TO **UPDATE** |  |   |   |  |
| CONTENT TO **DELETE** |  |  |  |  |
| CONTENT TO **ADD** |  |  |  |  |
| **CONTENT MAPPING** |   |  |  |  |  |
| **CONTENT WORKFLOW** | BLOG POSTS & ARTICLES |  |  |  |  |
| GUIDES & E-BOOKS |  |  |  |  |
| GRAPHICS |  |   |  |  |
| VIDEO |  |   |   |  |
| PODCASTS |  |  |  |  |
| WEBINARS |  |  |  |   |
| **EDITORIAL CALENDAR** |  |  |  |  |  |
| **CONTENT GUIDELINES** | BRANDING |  |  |  |  |
| VOICE & STYLE |  |  |  |  |
| METADATA |  |  |  |  |
| VISUALS |  |  |  |  |
| BEST PRACTICES: **WRITING** |  |  |  |  |
| BEST PRACTICES: **SEO** |  |  |  |  |

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