

Blank Content Marketing Plan Template

1. Campaign Overview

Campaign Name:

Enter campaign name

Campaign Owner:

Enter owner/team responsible

Timeline:

Start and end dates

Budget:

Enter budget

2. Goals & Objectives

Define what you want to achieve.

3. Target Audience

Describe your target audience(s).

4. Key Messages

List your main campaign messages.

5. Content Types & Channels

Content Types:

☐ Blog Posts

☐ Social Media Posts

☐ Videos

☐ Infographics

☐ Emails

Distribution Channels:

☐ Website

☐ Facebook

☐ LinkedIn

☐ Twitter

☐ Instagram

☐ Email Newsletter

6. Content Calendar

Outline content topics and publish dates.

7. Success Metrics (KPIs)

List metrics you'll use to measure success.

8. Roles & Responsibilities

Assign tasks and responsibilities.

9. Notes

Add any extra details or considerations.
