

# Blank Content Marketing Plan Template

## 1. Campaign Overview

Campaign Name:

Enter campaign name

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Campaign Owner:

Enter owner/team responsible

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Timeline:

Start and end dates

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Budget:

Enter budget

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## 2. Goals & Objectives

Define what you want to achieve.

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## 3. Target Audience

Describe your target audience(s).

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## 4. Key Messages

List your main campaign messages.

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## 5. Content Types & Channels

Content Types:

Blog Posts

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Social Media Posts

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Videos

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Infographics

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Emails

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Distribution Channels:

Website

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Facebook

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LinkedIn

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Twitter

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Instagram

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Email Newsletter

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## 6. Content Calendar

Outline content topics and publish dates.

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## 7. Success Metrics (KPIs)

List metrics you'll use to measure success.

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## 8. Roles & Responsibilities

Assign tasks and responsibilities.

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## 9. Notes

Add any extra details or considerations.

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