

Content Marketing Campaign Plan

1. Campaign Overview

- Campaign Name: _____
- Start Date: _____
- End Date: _____
- Owner: _____

2. Objectives & Goals

- Objective 1: _____
- Objective 2: _____
- SMART KPIs: _____

3. Target Audience

- Audience Segments: _____
- Buyer Personas: _____
- Key Pain Points: _____

4. Key Messages

- Message 1: _____
- Message 2: _____

5. Content Types & Channels

Content Type	Channel	Frequency	Owner
_____	_____	_____	_____
_____	_____	_____	_____

6. Content Calendar (Summary)

Date	Content Item	Status	Notes
_____	_____	_____	_____
_____	_____	_____	_____

7. Promotion & Distribution Plan

- Paid Media: _____
- Owned Media: _____
- Earned Media: _____

8. Measurement & KPIs

- Metric 1: _____
- Metric 2: _____
- Reporting Frequency: _____

9. Budget

- Estimated Budget: _____
- Allocation by Channel/Content Type: _____

10. Notes & Next Steps
