

Content & Social Media Marketing Strategy Planner

Step 1: Set Your Goals

What do you want to achieve?

Step 2: Know Your Audience

Who are you creating content for?

- Age range: _____
- Interests: _____
- Biggest problems/challenges: _____
- Favorite social media platforms: _____

Step 3: Choose Your Content Types

What types of content will you create?

Step 4: Pick Your Platforms

Where will you share your content?

Step 5: Create a Content Schedule

How often will you post?

- Blog posts: _____ per week/month
- Social media posts: _____ per week/day
- Emails: _____ per week/month

Step 6: Plan Your Content Topics

Brainstorm 5 content ideas:

1. _____
2. _____
3. _____
4. _____

5. _____

Step 7: Track Your Success

How will you measure results?

Step 8: Adjust & Improve

What's working well? _____

What needs improvement? _____

Next steps: _____