




IT'S ABOUT TELLING YOUR BUYER PERSONA THAT YOU UNDERSTAND HIS PROBLEM AND HAVE A SOLUTION!

1  **PERFORM A CONTENT AUDIT**

Month	Strategic Marketing Objectives	Marketing Channels	External Content	Internal Content	Content	Facebook	Twitter	LinkedIn	Website
January	Lead Generation, Brand Awareness, Content Marketing	LinkedIn, Facebook, Twitter, Email, YouTube	Industry News, Guest Posts, Influencer Content	Blog Posts, Whitepapers, E-books, Webinars	Blog Posts, Whitepapers, E-books, Webinars	Facebook Posts, Facebook Ads	Twitter Posts, Twitter Ads	LinkedIn Posts, LinkedIn Ads	Website Content, SEO
February	Brand Awareness, Lead Generation, Content Marketing	LinkedIn, Facebook, Twitter, Email, YouTube	Industry News, Guest Posts, Influencer Content	Blog Posts, Whitepapers, E-books, Webinars	Blog Posts, Whitepapers, E-books, Webinars	Facebook Posts, Facebook Ads	Twitter Posts, Twitter Ads	LinkedIn Posts, LinkedIn Ads	Website Content, SEO
March	Lead Generation, Brand Awareness, Content Marketing	LinkedIn, Facebook, Twitter, Email, YouTube	Industry News, Guest Posts, Influencer Content	Blog Posts, Whitepapers, E-books, Webinars	Blog Posts, Whitepapers, E-books, Webinars	Facebook Posts, Facebook Ads	Twitter Posts, Twitter Ads	LinkedIn Posts, LinkedIn Ads	Website Content, SEO
April	Lead Generation, Brand Awareness, Content Marketing	LinkedIn, Facebook, Twitter, Email, YouTube	Industry News, Guest Posts, Influencer Content	Blog Posts, Whitepapers, E-books, Webinars	Blog Posts, Whitepapers, E-books, Webinars	Facebook Posts, Facebook Ads	Twitter Posts, Twitter Ads	LinkedIn Posts, LinkedIn Ads	Website Content, SEO
May	Lead Generation, Brand Awareness, Content Marketing	LinkedIn, Facebook, Twitter, Email, YouTube	Industry News, Guest Posts, Influencer Content	Blog Posts, Whitepapers, E-books, Webinars	Blog Posts, Whitepapers, E-books, Webinars	Facebook Posts, Facebook Ads	Twitter Posts, Twitter Ads	LinkedIn Posts, LinkedIn Ads	Website Content, SEO
June	Lead Generation, Brand Awareness, Content Marketing	LinkedIn, Facebook, Twitter, Email, YouTube	Industry News, Guest Posts, Influencer Content	Blog Posts, Whitepapers, E-books, Webinars	Blog Posts, Whitepapers, E-books, Webinars	Facebook Posts, Facebook Ads	Twitter Posts, Twitter Ads	LinkedIn Posts, LinkedIn Ads	Website Content, SEO

2  **CREATE A CONTENT COMPASS SYSTEM**

Content Title	Buyer's Journey Stage	Marketing Content Stage	Content Type	Buyer Persona	Status
How to Choose the Right CRM for Your Business	Awareness	Top of Funnel	Blog Post	Marketing Director	Published
5 Ways to Increase Your Email Open Rates	Consideration	Middle of Funnel	Whitepaper	Marketing Manager	In Progress
How to Build a Successful Content Marketing Strategy	Decision	Bottom of Funnel	E-book	Marketing Director	Published
How to Measure the ROI of Your Content Marketing	Retention	Post-Purchase	Webinar	Marketing Manager	In Progress
How to Create a Content Calendar	Retention	Post-Purchase	Blog Post	Marketing Director	Published

3  **CREATE MONTHLY PUBLISHING CALENDARS**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Mar 26	27	28	29	30	31	Apr 1
10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share
12:00pm FB Post - Blog and Share	12:00pm FB Post - Blog and Share	12:00pm FB Post - Blog and Share	12:00pm FB Post - Blog and Share	12:00pm FB Post - Blog and Share	12:00pm FB Post - Blog and Share	12:00pm FB Post - Blog and Share
2	3	4	5	6	7	8
10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share
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9	10	11	12	13	14	15
10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share
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16	17	18	19	20	21	22
10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share
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23	24	25	26	27	28	29
10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share	10:00am FB Post - Blog and Share
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Think of your Content Marketing strategy as a giant FAQ!

You are telling your Brand Message to your Buyer Persona in multiple formats

- 1 A PERSON**
- 2 HAS A CHALLENGE**
- 3 MEETS A GUIDE**
- 4 WHO GIVES HIM A ROADMAP**
- 5 CALLS HIM TO ACTION**
- 6 TO AVOID FAILURE**
- 7 BE A SUCCESS**