# Content Marketing Strategy

*This document outlines the company’s content marketing strategy, including target audience, core messaging, content types, distribution channels, and publishing schedules. It serves to align marketing efforts and ensure consistent messaging across different platforms.*

## 1. Strategy Overview

**Company Name:** {companyName}

**Prepared By:** {authorName}

**Date:** {strategyDate}

### Objective

{strategyObjective}

### Target Audience

{targetAudience}

## 2. Content Pillars

The main themes or topics the content will consistently address:

{#contentPillars}

* **{pillarName}:** {pillarDescription}

{/contentPillars}

## 3. Content Formats

The types of content that will be created:

{#contentTypes}

* **{typeName}:** {typeDescription}

{/contentTypes}

## 4. Channels of Distribution

Where the content will be shared and published:

{#channels}

* **{channelName}:** {channelPurpose}

{/channels}

## 5. Content Calendar

Schedule of publishing planned across different channels:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Content Title** | **Format** | **Channel** | **Status** |
| {#calendar}{date} | {contentTitle} | {format} | {channel} | {status}{/calendar} |

## 6. Roles & Responsibilities

Team members responsible for content creation, approval, and distribution:

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Responsibility** |
| {#teamMembers}{memberName} | {role} | {responsibility}{/teamMembers} |

## 7. Metrics and KPIs

How success will be tracked:

{#metrics}

* **{metricName}:** {metricDescription}

{/metrics}

## 8. Notes & Considerations

{additionalNotes}