

CONTENT & GROWTH MARKETING

Template



VISION

MISSION

BRAND / VOICE

TAGLINE

VALUE POINTS

VALUE STATEMENTS

POSITIONING
STATEMENTS

CONTENT MARKETING PLAN

	Content	Objectives	Tactics	KPIs
AWARENESS				
EDUCATION				
CONSIDERATION				
DECISION				

Key messaging themes

Current assets

BLOGS

GUIDES & eBOOKS

GRAPHICS
& INFOGRAPHICS

VIDEOS

WEBINARS

Key messaging themes

Current assets

PODCASTS

TEMPLATES

MARKETING STRATEGY & CONTENT CREATION ALIGNEMENT

	Content	Objectives	Tactics	KPIs
OPPORTUNITIES				
COMPETITOR MESSAGING				
FORMATS				
CHANNELS				

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