# QUICK & EASY CONTENT MARKETING PLAN

Are you ready to get going or to improve your content marketing strategy?  It all starts with a plan.  Here's our simple content marketing plan to help you quickly start and integrate your content marketing into the rest of your marketing and sales strategy.

1.  Who am I?  Who are we?
    This includes what you do, how you do it, your philosophy and your overall mission.

2.  Who is our target market?
    You need to know who you are creating this content for.

3.  What do I want people / companies to say about my company/me?
    This is your chance to start to control the perception of your company.  What would you want your customers to say about your company/you?  How about prospects?  How about suppliers or partners?

4.  What do I want people/companies to feel about my company/me?
    Similar to the above, but what do you want them to FEEL.  This is sometimes hard to define but just as important if not more important than what they say.

5.  What different ways can I show that?
    Now you know what you want people to say and feel about your company, how can you express that in content?

6.  What forms of media do I want to use (written, video, audio, etc)?
    With the content you created, what form fits best for you, your audience and the topics?

7.  What platforms do I want to use (blogs, video blogs, social media, etc)?
    What platform do you have available right now?  The media you use will also help define this.  If you do videos, you can do YouTube as well as blogs, and other social media platforms.  Make sure you check out the viewership on each of the platforms.

8.  How much time do I want to dedicate to this?
    Determining the amount of time you have will help determine the amount of content you can realistically create on a regular basis.  Remember, content creation needs to be consistent.

9.  How much money do I want to dedicate to this?
    If you don't have the time to create the content, you may want to hire content creation.  You also may want to promote the content once you have created it.