kapost®

8 SIMPLE MARKETING TEMPLATES
for content planning

8 Steps

ALL YOU NEED TO BUILD A STRATEGY THAT DRIVES RESULTS.

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Plan

Step 1: Establish Content Goals and Objectives

To get your budget aligned for a successful marketing content strategy, first assess your goals and objectives for marketing content.

Example

Content Goal:
Increase volume of content produced by 50% by end of fiscal year

> » **Objective 1:** Establish monthly content ideation committee; select 5 members outside of marketing.

> » **Objective 2:** Have an established workflow per content type by end of Q3

> » **Objective 3:** Establish quarterly review meetings to evaluate workflows and address bottlenecks

Content Goal: _____

_____

  » *Objective 1:* _____

  » *Objective 2:* _____

  » *Objective 3:* _____

Content Goal: _____

_____

  » *Objective 1:* _____

  » *Objective 2:* _____

  » *Objective 3:* _____

Content Goal: _____

_____

  » *Objective 1:* _____

  » *Objective 2:* _____

  » *Objective 3:* _____

Step 2: Defining Your Buyer's Journey

The associated content should be broad categories, not specific pieces of content.

Buyer Stage	Buyer Activity	Potential Sales Stage Definition	Associated Content
EX: Awareness	First interaction with the brand—via social media, trade show, partner referral, organic search	Marketing qualified leads	Press release, blog posts, videos, infographics, social posts
Awareness			
Investigation			
Comparison			
Consideration			
Purchase			
Implement			
Support			
Renewal			

End Content Chaos—Build Your Marketing-Driven Customer Experience NOW!

Over the next three-to-five years, 75% of marketers say they will be responsible for the end-to-end experience over the customer's lifetime.

Are you ready to take on the challenge?

GET YOUR EBOOK NOW

Step 3: Understanding Your Customer Personas

Whether you're trying to understand what your product has to offer to a specific user, how your target audience consumes information, or what customer success stories you need to tell to increase deal velocity, strategic interviews—both inside and outside your company—are key to planning and developing valuable persona-based content.

Identify Internal Interviews
(Ex. Sales reps, customer service reps, etc.)

Sales

» *Who will you interview?*

* Name of Sales Rep _____

* Name of Sales Rep _____

» *What questions will you ask to support persona development?*

* _____

_____

* _____

_____

* _____

_____

* _____

_____

* _____

_____

Customer Support

» *Who will you interview?*

    * Name of Customer Support Rep _____

    * Name of Customer Support Rep _____

» *What questions will you ask to support persona development?*

    * _____

    _____

    * _____

    _____

    * _____

    _____

    * _____

    _____

    * _____

    _____

Other: _____

» *Who will you interview?*

    * _____

    * _____

» *What questions will you ask to support persona development?*

    * _____

    _____

    * _____

    _____

Step 4: Start Thinking! The Ideation Process

Select Your Executive Sponsor

Find someone who can relay content success up the ladder to an executive, while also establishing credibility and authority to the tactical executors. The goal is to get buy-in at the top, so it doesn't feel like an uphill battle every time you try to gather the troops for ideation activity.

Executive Sponsor: _____

Establish a Content Committee

Identify key stakeholders and subject matter experts across your company and establish an official "content committee." Consider pulling in representatives from the following teams:

Sales/Business Development

> *Member 1:*_____

> *Member 2:*_____

Customer Support

> *Member:*_____

Customer Success

> *Member:*_____

Product Marketing

> *Member 1:*_____

> *Member 2:*_____

Field Marketing

> *Member:*_____

Demand Generation

> *Member:*_____

Marcomm/PR

> *Member:*_____

Social and Community

> *Member 1:*_____

> *Member 2:*_____

Group Ideas into Themes

The first step is to get all the ideas for content on the table. Then, once you have ideas from your committee, start to group them into themes that can be approached strategically and are aligned with larger business objectives.

Theme 1: _____

» *Associated Business Objective(s):* _____

» *Related Idea:* _____

» *Related Idea:* _____

» *Related Idea:* _____

Theme 2: _____

» *Associated Business Objective(s):* _____

» *Related Idea:* _____

» *Related Idea:* _____

» *Related Idea:* _____

Theme 3: _____

» *Associated Business Objective(s):* _____

» *Related Idea:* _____

» *Related Idea:* _____

» *Related Idea:* _____

WANT MORE DETAILS?

Learn how to build a collaborative B2B marketing strategy across teams, from sales to demand gen, with your exclusive guide, *The B2B Marketing Playbook.*

SNAG IT HERE

Step 5: Build Your Content Pillar Outline

What is a content pillar?

A content pillar is a major piece of content on a specific topic or theme which can be broken into many derivative assets. Examples of content pillars include eBooks, reports, and guides.

Why build content pillars?

Content pillars supply you with content that can be deployed at every stage of the funnel. A single pillar can create 200+ assets that will help drive traffic, convert prospects, and meet customer needs.
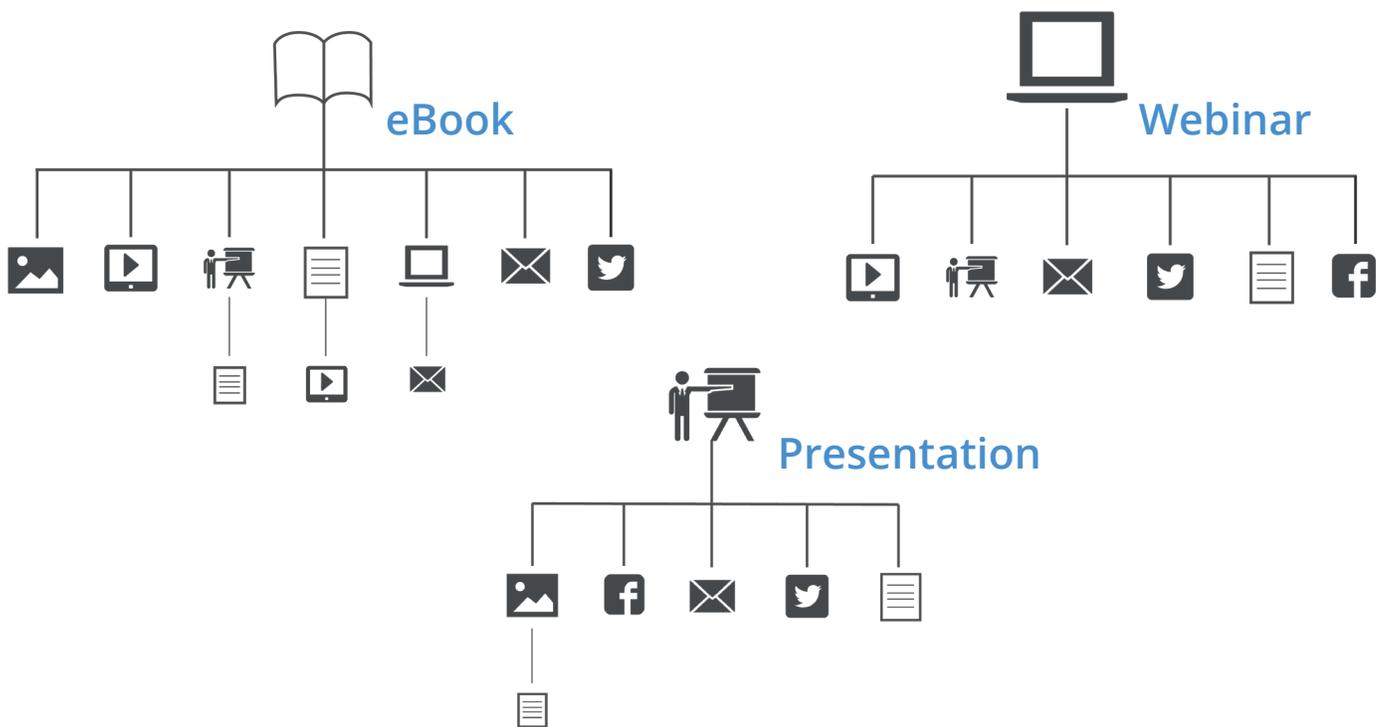
KEY

Webinar		Video		Paid Twitter	
Email Blast		eBook		Paid Facebook	
Infographic		Blog Post		SlideShare	

Build in Your Supporting Assets

Fill in your pillar asset, and supporting assets here:

_____

_____   _____   _____   _____   _____

_____   _____   _____   _____   _____

_____   _____

Step 6: Establish Deadlines

Set Major Asset Deadlines

The main content piece in your campaign is the entree asset. This is your conversion piece. It is gated and brings new leads into your database while sparking engagement and activity with current leads in your database. Top-of-funnel assets drive to the entree, and bottom-of-the-funnel assets bridge the high-level theme of the entree with your company's solution or product.

Theme/Topic _____

» *Entree Asset Content Type* _____

(Ex. eBook, white paper)

» *Entree Asset Deadline* _____

Set Deadlines for Supporting Assets

Appetizer Asset

The appetizer asset is a top-of-funnel, highly engaging asset such as an infographic, video, or blog post. This asset should drive viewers to download your pillar.

» *Appetizer Asset Content Type* _____

» *Appetizer Asset Deadline* _____

Dessert Asset

The dessert asset is a product-centric piece, like a demo video or sales sheet, focused on solution-based content that drives leads to engage with sales. Your sales team uses this asset to drive leads further into the sales cycle.

» *Dessert Asset Content Type* _____

» *Dessert Asset Deadline* _____

Step 7: Create Individual Workflows

Landing Page Workflow

Campaign Owner:

_____

Ideas Phase

Submit Landing Page Idea

» *Task Owner*_____

» *Due Date*_____

Assign Landing Page Tasks

» *Task Owner*_____

» *Due Date*_____

In Production

Submit Copy

» *Task Owner*_____

» *Due Date*_____

Review/Edit

» *Task Owner*_____

» *Due Date*_____

Get Final Text Approval

» *Task Owner*_____

» *Due Date*_____

Create Landing Page

» *Task Owner*_____

» *Due Date*_____

Review Landing Page

» *Task Owner*_____

» *Due Date*_____

Post Production

Publish Content

» *Task Owner*_____

» *Due Date*_____

Circulate URLs

» *Task Owner*_____

» *Due Date*_____

Mark as Completed

» *Task Owner*_____

» *Due Date*_____

eBook Workflow

Campaign Owner:

_____

Ideas Phase

Submit Idea
» *Task Owner*_____

» *Due Date*_____

Assign Author
» *Task Owner*_____

» *Due Date*_____

In Production

Submit first draft
» *Task Owner*_____

» *Due Date*_____

Identify SEO Keywords
» *Task Owner*_____

» *Due Date*_____

Set up Design Brief /Brainstorm with Designer
» *Task Owner*_____

» *Due Date*_____

Review/Edit
» *Task Owner*_____

» *Due Date*_____

Revise
» *Task Owner*_____

» *Due Date*_____

Get Final Text Approval
» *Task Owner*_____

» *Due Date*_____

Submit Copy to Designer
» *Task Owner*_____

» *Due Date*_____

Submit First Designed Draft
» *Task Owner*_____

» *Due Date*_____

Review/Edit
» *Task Owner*_____

» *Due Date*_____

Get Final Approval
» *Task Owner*_____

» *Due Date*_____

Post Production

Publish Content
» *Task Owner*_____

» *Due Date*_____

Schedule Social
» *Task Owner*_____

» *Due Date*_____

Blog Post Workflow

*Campaign Owner***:**

_____

Ideas Phase
Create Idea
» *Task Owner*_____

» *Due Date*_____

Assign Author
» *Task Owner*_____

» *Due Date*_____

In Production
Define Call to Action
» *Task Owner*_____

» *Due Date*_____

Submit Copy
» *Task Owner*_____

» *Due Date*_____

Review/Edit
» *Task Owner*_____

» *Due Date*_____

Add Photos/Artwork
» *Task Owner*_____

» *Due Date*_____

Complete SEO Information
» *Task Owner*_____

» *Due Date*_____

Get Final Approval
» *Task Owner*_____

» *Due Date*_____

Post Production
Publish Content
» *Task Owner*_____

» *Due Date*_____

Schedule Social
» *Task Owner*_____

» *Due Date*_____

Social Workflow

Campaign Owner:

_____

Ideas Phase

Assign Social Task Owner
» *Task Owner*_____

» *Due Date*_____

Identify Social Channels
» *Task Owner*_____

» *Due Date*_____

In Production

Create Social-Specific URLs
» *Task Owner*_____

» *Due Date*_____

Create Shortened URLs
» *Task Owner*_____

» *Due Date*_____

Draft Social Copy
» *Task Owner*_____

» *Due Date*_____

Create New Social Paid Campaign
» *Task Owner*_____

» *Due Date*_____

Set Targeting and Budget
» *Task Owner*_____

» *Due Date*_____

Upload Content
» *Task Owner*_____

» *Due Date*_____

Post Production

Set Campaign Live
» *Task Owner*_____

» *Due Date*_____

Send Shortened URLs to Influencers
» *Task Owner*_____

» *Due Date*_____

Send Shortened URLs to Organization
» *Task Owner*_____

» *Due Date*_____

Email Marketing Campaign Workflow

Campaign Owner:

_____

Ideas Phase

Create Idea
   » *Task Owner*_____

   » *Due Date*_____

Assign Author
   » *Task Owner*_____

   » *Due Date*_____

In Production

Define Call to Action
   » *Task Owner*_____

   » *Due Date*_____

Define Audience
   » *Task Owner*_____

   » *Due Date*_____

Submit Copy
   » *Task Owner*_____

   » *Due Date*_____

Review/Edit
   » *Task Owner*_____

   » *Due Date*_____

Add Photo/Artwork
   » *Task Owner*_____

   » *Due Date*_____

Get Final Approval
   » *Task Owner*_____

   » *Due Date*_____

Post Production

Publish Content
   » *Task Owner*_____

Webinar Workflow

Campaign Owner:

_____

Ideas Phase

Create Idea
» *Task Owner*_____

» *Due Date*_____

Assign Webinar Owner
» *Task Owner*_____

» *Due Date*_____

Choose Date
» *Task Owner*_____

» *Due Date*_____

Choose Presenters
» *Task Owner*_____

» *Due Date*_____

Circulate Slide Template to Presenters
» *Task Owner*_____

» *Due Date*_____

Schedule Kick-off with Presenters
» *Task Owner*_____

» *Due Date*_____

In Production

Submit Presentation
» *Task Owner*_____

» *Due Date*_____

Review/Edit Presentation
» *Task Owner*_____

» *Due Date*_____

Get Final Approval
» *Task Owner*_____

» *Due Date*_____

Schedule Webinar in Webinar Platform

» *Task Owner*_____

» *Due Date*_____

Create Registration Page
» *Task Owner*_____

» *Due Date*_____

Schedule Invitation Emails
» *Task Owner*_____

» *Due Date*_____

Schedule Paid Promotion
» *Task Owner*_____

» *Due Date*_____

Schedule Social Promotion

» ***Task Owner***_____

» ***Due Date***_____

Schedule Dry Run with Presenters

» ***Task Owner***_____

» ***Due Date***_____

Book Conference Room

» ***Task Owner***_____

» ***Due Date***_____

Post Production

Send "Thank You" Email(s)
with Recording Link

» ***Task Owner***_____

» ***Due Date***_____

Host Webinar Recording on Website

» ***Task Owner***_____

» ***Due Date***_____

Thank Presenters

» ***Task Owner***_____

» ***Due Date***_____

Step 8: Schedule Planning Meetings

Meeting Topic	Stakeholders	Scheduled Meeting Time
Pre-Production		
Ex. Content Brainstorm		
Post-Production		
Ex. Review Metrics and Results		

Content Type _____

Task	Task Owner	Production Time

Set your spreadsheets on fire.

Plan, Track, Collaborate on All Marketing Content with a Central Content Calendar

LEARN MORE HERE!

What do you get?

With the Kapost Content Planner, you can wave goodbye to crazy spreadsheet calendars and cumbersome back-and-forth emails. You'll get the tools you need to:

» *Share calendars*

» *Manage initiatives*

» *Capture ideas, and more!*

What is Kapost Content Planner?

It's the B2B content marketing platform, focused on eliminating the patchwork process of content planning, allowing you to seamless plan and execute on your content strategy.

We want your content to help grow business, increase revenue, and engage customers— eliminating the headaches and enabling creativity.

REQUEST A LIVE DEMO