

## Content Marketing Game Plan Questions

1. Who is your **target** audience?

*Who are you trying to reach with your content?*

2. What **goals** are you trying to achieve with your marketing?

*Choose two goals. (Think about what success looks like 6-12 months from now.)*

3. What are your **objectives** for each goal?

*Choose two for each goal. (Should be measurable by time and what will be accomplished.)*

4. What types of **content** will you produce?

*Blog posts, podcasts, or videos? Tutorials, guides, interviews, infographics, or curated content?*

5. How often will you **distribute** your content?

*Remember: choose quality over quantity and be consistent.*

6. How will you **promote** your content?

*Where will you be active on social media? What groups will you target to share your content?*