Content Marketing Plan Template

The Digital Marketing Templates Library

BACKLINKO

This template covers everything you need to map out and execute amazing content marketing for your business.

Just fill in the sections below. And replace the example text with your own.

Optional: if you haven't already, check out our free Content Strategy Template to create your top-level strategy first. Then come back here to cover the nitty gritty of individual pieces.

Step 1: Choose a Keyword to Target

Content marketing without SEO is like bread without butter.

It's not required. But it makes a huge difference.

Fill in the table below with your best keyword ideas.

Tip: Not sure how to do this? Check out our Keyword Research Template and Definitive Guide to Keyword Research.)

Target Audience	Keyword	Search Volume	Difficulty
E.g. SEO beginners	E.g. "what is link building"	400 searches/mo	Very hard

Step 2: Analyze Competitors

What's already out there?

Google your keywords from step 1 to see what's ranking well.

Then, use [BuzzSumo](#) or [Ahrefs'](#) "Content Explorer" feature to see what's getting shared on social for that topic.

Content Name	Format	Website	How to beat	Where
E.g. 10 Ideas for Doing Market Research on the Cheap	E.g. List article	E.g. inc.com	E.g. 4x longer list, better design and more details	E.g. #1 on Google for "customer research ideas"

Step 3: List Your Content Ideas

Based on what you've seen so far, what ideas do you have?

What types of content might perform well?

And how can you make it awesome?

Tip: If you're having trouble with this step, check out our guide: [How to Find New Content Topic Ideas](#)

Name or Concept	Format	Description
E.g. 100 Incredible Customer Research Ideas	E.g. List article	E.g. Expanded list post of 100 different ideas for doing customer research. Might organize into groups: quick wins, cheap, in-depth, tools, etc.

Step 4: Schedule Your Content

Next, put your content on the calendar.

That's the best way to make sure it actually gets made.

And schedule in content refreshes, too. That's a great way to squeeze more value from the work you've already done.

Tip: Use our free Content Calendar Template to stay extra organized.

Content Name	Format	Publishing Location	Target Publication Date
E.g. 100 Incredible Customer Research Ideas	E.g. List article	E.g. Our blog	E.g. 5/11/21

Step 5: Create Your Content

Now it's time to turn your ideas into published work.

Personally, I love 10x content. (Content that stands head and shoulders above its competitors.)

It's especially great for competitive keywords.

But for long tail keywords and topics with little competition, "go big or go home" isn't the only answer.

Tip: Take a shortcut with our free Blog Post Template.

Step 6: Create Your Promotional Plan

Want to know the difference between content and content marketing?

Content marketing involves MARKETING.

Before you publish your masterpiece, plan how you'll bring an audience to it.

For example:

- *Social media*
- *Expert collaborations*
- *Email outreach*
- *Paid ads*
- *SEO*

Then, as soon as your content goes live, take action on your promotional plan to make it a hit.

Tip: Stuck on this step? See our guide on [Content Promotion and Distribution](#).

Content to Promote	How	When	Other Notes
E.g. 100 Incredible Customer Research Ideas	E.g. Post on Facebook, Twitter, Instagram and LinkedIn	E.g. 5/12/21	E.g. Use Buffer

Step 7: Set Performance Targets and Measure Your Results

You HAVE to measure your marketing results. It's the only way you'll know you're on the right track.

It's best to approach this from 2 angles:

1) **Business-level goals**, which are what matter the most.

2) **Content-level goals**, which help you achieve your business-level goals.

Do this for each piece of content you publish.

Over time, you'll get a SUPER clear picture of what's working and what isn't.

Tip: Not sure how to measure your results? See our guide to [Google Analytics for Content Marketing](#).

Content	Goals	Results
E.g. 100 Incredible Customer Research Ideas	E.g. Increase sales of ABC product by 20% YoY. Acquire links from 100 new linking root domains.	E.g. As of June 6th, YoY sales of ABC are up 23% overall, and sales from organic search are up 88%. 136 new linking root domains.

I hope you liked this content marketing plan template. Remember, you can find 20+ other free [marketing templates](#) in our Digital Marketing Templates Hub.

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