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# Content Planning Form

Author Name:

Today's Date:

Proposed Publication Date:

Please Briefly Describe Your Proposed Content Type(s) and Topic: *Provide just a brief overview; you will provide additional details throughout this form.*

## Content Type

*Highlight all types of content you plan to create. Mark your base asset as "Primary."*

1. Blog Post/Feature Article
2. Content Hub/Microsite
3. Contributed Content
4. Customer Case Study
5. Digital toolkits
6. Downloadable Content: Report/Fact Sheet/White Paper/eBook
7. Infographic/other graphics
8. Podcast Audio
9. Press Release
10. Demand Gen Landing Page
11. Video
12. Other [please explain]:

## Content Pillar

- *[Insert options per your team's documented content pillars]*

*Note: If the proposed content doesn't ladder up to any of these areas, please rework your idea or meet with a communications team member to discuss options.*



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## Communications Objective

*What are you trying to accomplish with this piece?*

## Audience

The best content is written with a specific person—and what they care about—in mind. Which of these best describes the audience with whom this content will most resonate? (pick one)

- *Insert your key audience groupings*

What is the desired behavior from your audience as an outcome of this content?

What stage of the constituent journey does this content fit into? (pick one)

- **Awareness.** Defining the problem and its scope. Educating and engaging stakeholders.
- **Investigation.** Gathering research on a topic. Talking to friends and family.
- **Contemplation.** Internalizing the research. Formulating a position on the topic.
- **Sharing.** Engaging in conversation about the topic with others.
- **Cultivation:** Keeping the customer involved and engaged with the brand/product.

## Message

### Brand Theme

What brand theme(s) will this piece of content support?

- *Insert your company's brand themes.*

### Keywords

What priority keywords will this piece of content include?

### Key Message

What is the thesis of this piece of content?



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## Proposed Headline

What is your proposed headline for this piece? Please include the [CoSchedule Headline Analyzer score](#).

## Support

What supporting points and external links will you include to round out this content?

1. *Provide a link to all assets*

## Call to Action/Offer

What is the ending call to action or offer that will conclude this content?

## Exit Strategy—Next Steps for the User

What next steps or 2-3 pieces of additional related content on the [Your Company] site will you link out to?

1. *Provide a link to all assets*

## Meta Description

Please provide an audience-focused description of this piece of content to appear on search engines and social media channels. The meta description should be no more than 260 characters and address the “what’s in it for me” for the reader.

## Design

Do you already have images that align with the brand guidelines?

Yes

No

Do you need to have any supporting images or illustrations designed as part of this content package?

Yes

No



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If yes to the above, please explain here:

## Proposed Timeline

- Publish date:
- [1 week earlier than publish date] Copy complete:
- [3 days earlier than publish date] Design complete:
- [1 week after copy draft date] First design draft:
- [2 weeks earlier than copy complete date] Copy draft: