

Content Marketing Made Easy:

THE **SEVEN STEP**

Instant Content Plan



Brought to you by:



Example Plan:

DEMOGRAPHIC	
Primary Audience:	The people mainly involved with the topic at hand
Secondary Audience:	People who are indirectly involved with the topic at hand (Deals with those who does, doing research on the subject etc)
Level of Comprehension:	(Novice) - (Advanced Beginner) - (Competent) - (Proficient) - (Expert)
DETAILS	
Topic Title:	The title going to be displayed
Topic Area:	Background subject of the topic
Topic Type:	Educational, List, Interview, Review, Announcement etc
Format:	Article, Infograph, Video, Podcast etc
Length:	Wordcount/Duration.
Tone of Voice:	Formal, Conversational, Casual etc
OUTLINE	
Introduction:	
Body:	
Conclusion:	

SEO	
Keyword(s) Targeting:	<ol style="list-style-type: none"> 1. 2. (Main keywords to be used as focus) 3.
Keyword Search Volume:	<ol style="list-style-type: none"> 1. 2. (Search volume for targeted keywords. Can use Google Keyword Planner to get the value) 3.
Suggested URL:	Example: http://seopressor.com/blog/content-marketing-made-easy/
EDITORIAL	
Author:	
Due Date:	
Publish Date:	
REFERENCES	
Title: Reference 1 Reference 2	Source/Link: www.reference.com/reference1/ Reference Two E-Book (2014)
COST	
Subject: Writing Proofreading Images Others Total	Value: \$75 \$15 \$23 \$16 \$129

DEMOGRAPHIC

Primary Audience:

Secondary Audience:

Level of Comprehension:

DETAILS

Topic Title:

Topic Area:

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OUTLINE

Introduction:

Body:

Conclusion:

SEO

**Keyword(s)
Targeting:**

- 1.
- 2.
- 3.

**Keyword Search
Volume:**

- 1.
- 2.
- 3.

Suggested URL:

EDITORIAL

Author:

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REFERENCES

Title:

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Subject:

Value: