



# 1- Page Content Marketing Strategy Framework

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# Client Name

(Client Name) provides (general products and/or services) to (target market, and other audiences) in (location or market). They have experienced (challenges and obstacles they'd like to overcome) and would like to see (goal and expectation of our marketing efforts). They have contracted (Agency Name) to (scope of work summary).

## PRIMARY MARKETING GOALS:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

## LABEL THE PERSONA



*“An imaginary quote that this target audience would say as it relates to their pain point that the client can alleviate.”*

## GOALS FOR THIS PERSONA:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_

## OUR ANGLE

1. (type of content) | (frequency) | (purpose)
2. (type of content) | (frequency) | (purpose)
3. (type of content) | (frequency) | (purpose)

(repeat for as many audiences as needed)

# Content Calendar

Launch Date

Content Title

Purpose

Channels