

# CONTENT MARKETING ACTION PLAN TEMPLATE

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		DESCRIPTION	PROJECT LEAD	DATE COMPLETED	STAKEHOLDER APPROVAL
<b>GOALS</b>	GOAL 1				
	GOAL 2				
	GOAL 3				
<b>CONTENT THEME</b>	MESSAGE				
	STORY ELEMENTS				
<b>CONTENT REVIEW</b>	CONTENT TO <b>KEEP</b>				
	CONTENT TO <b>UPDATE</b>				
	CONTENT TO <b>DELETE</b>				
	CONTENT TO <b>ADD</b>				

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CALENDAR**

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GUIDELINES**

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VOICE & STYLE				
METADATA				
VISUALS				
BEST PRACTICES: <b>WRITING</b>				
BEST PRACTICES: <b>SEO</b>				

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