



Content Marketing Plan

A Simple Guide & Your 5-Step Starter Action Plan Task List to Get You Started This Week

www.APCreativeSolutions.com

Content Marketing Plan Checklist

1. Set Goals & Know Your Audience

- ☐ Identify your your core marketing goals (visibility, leads, authority, etc.)
- ☐ Define your target audience (industry, pain points, buying stage)
- ☐ Create 1-2 ideal customer profiles to guide messaging

2. Choose Your Primary Content Channels

- ☐ Select 2–3 marketing platforms (e.g., Blog, LinkedIn, Email)
- ☐ Ensure content formats align with your resources and message
- ☐ Avoid spreading too thin—focus on consistency over quantity

3. Build a Monthly Content Calendar

- ☐ Outline weekly themes or content types (e.g., Blog Mondays, Tips Fridays)
- ☐ Include content tied to business events, seasonality, or service offerings
- ☐ Use a calendar or planning tool to stay organized (Trello, Google Sheets)

4. Repurpose Content Strategically

- ☐ Break long-form content into bite-sized social media posts
- ☐ Use FAQs or client questions as email content or blog topics
- ☐ Bundle related blogs or tips into downloadable guides, templates, or checklists

5. Delegate and Automate

- ☐ Use scheduling tools for social media (e.g., Buffer, Later)
- ☐ Automate email campaigns (e.g., Mailchimp, Klaviyo)
- ☐ Store brand assets and templates in a shared cloud folder

6. Track and Refine Your Efforts

- ☐ Monitor key metrics (website traffic, engagement, open/click rates)
- ☐ Adjust content topics and formats based on performance trends
- ☐ Conduct a quick monthly review to identify what's working and what isn't

5-Step Starter Action Plan (This Week's Tasks)

1. Define One Clear Marketing Goal

Define your goal (e.g. generate 3 leads this month). Use the space below to write it down.

2. Choose Two Content Platforms

Write down two content platforms (e.g. blog and LinkedIn or Email and Instagram)

3. Set Up a Free Account on a Scheduling Tool

Depending on your content platforms, sign up for a free scheduling tool like Buffer, or use Meta for scheduling both Instagram and Facebook posts. Email marketing tools like Mailchimp or Klaviyo are great for your email marketing campaigns.

4. Review Your Existing Materials

Review your existing materials - what can be reused or repurposed? Write down some ideas below.

5. Write One Post or Email

Define your goal (e.g. generate 3 leads this month). Use the space below to write it down.

KEEP *pushing*
BOUNDARIES
AND
never STOP
EVOLVING.

TURN THE PAGE AND GET STARTED ON
YOUR MONTHLY CONTENT CALENDAR.

JULY

2025

SUN	MON	TUES	WED	THUR	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOTES



THANK YOU

Need help turning this plan into reality? We offer affordable monthly content support tailored for growing businesses. Contact us for a complimentary call to learn more.



www.APCreativeSolutions.com