



# How to create a realistic Marketing Plan Course

Accelerate your growth with a  
content plan you'll actually  
use

# Conclusion and Next Steps



- You're ready to implement an effective, realistic and stable content marketing plan



# You've Learned

- You understand the four core areas where content is essential
- You've identified your goals for content
- You know how to generate topic ideas for your content



# You've Learned

- You have a clear understanding of who your target audience is
- You've taken stock of the content you already have
- You've identified your strong points



# You've Learned

- You've considered the time and resources needed
- You have a one-page content plan
- You have an editorial calendar for the next three months
- You're fortified with ideas on how to sustain your content creation



- Your biggest challenge is to maintain momentum
  - Start with a good plan
  - Delegate and be resourceful
  - Mix it up
  - Look for new ideas
  - Follow others for inspiration
  - Keep in mind it takes a while to see results





**What's Next?**

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