



Module 7 - How to Create a Realistic Content Marketing Plan – Summary Cheat Sheet

Conclusion and Next Steps

- ✓ You're ready to implement an effective, realistic and stable content marketing plan
- ✓ You understand the four core areas where content is essential
- ✓ You've identified your business goals for content
- ✓ You know how to generate topic ideas for your content
- ✓ 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 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

- ✓ Get started using everything you've learned

