

# 10 Steps To Creating A Content Marketing Strategy

**Define Your Goals and KPIs**

**01**

**Audit Your Current Content Strategy**

**03**

**Develop Your Content Funnel**

**05**

**Narrow Down Relevant Topics and Keywords**

**07**

**Create a Content Calendar**

**09**



**02**

**Identify and Understand Your Audience**

**04**

**Perform Competitor Research**

**06**

**Finalize Your Content Types**

**08**

**Plan Your Resources**

**10**

**Develop a Plan for Content Distribution and Promotion**

# How To Start Content Marketing Strategy Step Plan

**Lorrie Thomas**



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