

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

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Stephanie Diamond



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