

Content marketing strategy plan overview

The slide displays a content plan to communicate brand information with customers. Various elements included in the plan are content type, objective, channel, frequency, and comments section.

 Content type	 Objective	 Channel	 Frequency	 Comments
Email	Reach maximum audience	Email	Monthly	Share new offers and discounts available
Social media posts	Increase customer engagement	Facebook, Twitter	Weekly	Post attractive content
Blog post	Communicate brand message	Instagram	Twice a week	Add text here
Website content	Boost website traffic	Official website	Monthly	Add text here
Video content uploading	Share public reactions	Facebook	End of month	Add text here
Newsletter	Communicate business news	Business webpage	As per requirement	Add text here

Easy Content Marketing Strategy Explained For Workers

Wolfgang Guggemos



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