

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 Content Marketing Strategy Ideas

**Roman Hiebing, Scott Cooper, Steve
Wehrenberg**



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