

# 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

# Easy Content Marketing Strategy Ideas For Experts

**Ying Liu**



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