

# Content Plan

website:  
[www.feeddigital.com.au](http://www.feeddigital.com.au)

phone:  
(03) 5270 5159

email:  
[hello@feeddigital.com.au](mailto:hello@feeddigital.com.au)

**feed** DIGITAL



PROVIDE VALUE &

# Build a Credible Brand

# Content Plan

**BRING YOUR CHANNELS TOGETHER AND TALK WITH ONE VOICE, ON MULTIPLE PLATFORMS**

Content Plans don't just happen; a lot of work goes into them beforehand to ensure you achieve AND they deliver on your marketing goals.

Before compiling your content plan, you should:

- Understand your current offering
- Know your audience, their motivations and the desired action
- Conduct a SWOT analysis
- Understand your goals and objectives
- Assess channels that will make an impact
- Select your content mix

Brainstorm your content ideas and ensure they are findable, readable, understandable, actionable, and shareable.

The following pages act as the structure for how your content plan should be laid out so you know what content mix you require for the month and months to come to execute your marketing campaign.

website:  
[www.feeddigital.com.au](http://www.feeddigital.com.au)

phone:  
(03) 5270 5159

email:  
[hello@feeddigital.com.au](mailto:hello@feeddigital.com.au)

MARKETING ACT	JANUARY	FEBRUARY	MARCH
---------------	---------	----------	-------

NEWSLETTER			
------------	--	--	--

PRIMARY OFFER			
Theme #1			
Theme #2			
Theme #3			
Theme #4			

BLOG			
------	--	--	--

Blog #1			
Blog #2			
Blog #3			



MARKETING ACT	JANUARY	FEBRUARY	MARCH
SOCIAL ORGANIC & META ADS			
Facebook			
Instagram			
Linkedin			
Social Campaign #1			
Social Campaign #2			
Social Campaign #3			
GOOGLE			
Google Campaign			
Google Listing			
OTHER			

website:  
www.feeddigital.com.au

phone:  
(03) 5270 5159

email:  
hello@feeddigital.com.au

MARKETING ACT	APRIL	MAY	JUNE
---------------	-------	-----	------

NEWSLETTER			
------------	--	--	--

PRIMARY OFFER			
Theme #1			
Theme #2			
Theme #3			
Theme #4			

BLOG			
------	--	--	--

Blog #1			
Blog #2			
Blog #3			

MARKETING ACT	APRIL	MAY	JUNE
SOCIAL ORGANIC & META ADS			
Facebook			
Instagram			
Linkedin			
Social Campaign #1			
Social Campaign #2			
Social Campaign #3			
GOOGLE			
Google Campaign			
Google Listing			
OTHER			

website:  
www.feeddigital.com.au

phone:  
(03) 5270 5159

email:  
hello@feeddigital.com.au

MARKETING ACT	JULY	AUGUST	SEPTEMBER
---------------	------	--------	-----------

NEWSLETTER			
------------	--	--	--

PRIMARY OFFER			
Theme #1			
Theme #2			
Theme #3			
Theme #4			

BLOG			
------	--	--	--

Blog #1			
Blog #2			
Blog #3			

MARKETING ACT	JULY	AUGUST	SEPTEMBER
SOCIAL ORGANIC & META ADS			
Facebook			
Instagram			
Linkedin			
Social Campaign #1			
Social Campaign #2			
Social Campaign #3			
GOOGLE			
Google Campaign			
Google Listing			
OTHER			



MARKETING ACT	OCTOBER	NOVEMBER	DECEMBER
---------------	---------	----------	----------

NEWSLETTER			
------------	--	--	--

PRIMARY OFFER			
Theme #1			
Theme #2			
Theme #3			
Theme #4			

BLOG			
------	--	--	--

Blog #1			
Blog #2			
Blog #3			

MARKETING ACT	OCTOBER	NOVEMBER	DECEMBER
SOCIAL ORGANIC & META ADS			
Facebook			
Instagram			
Linkedin			
Social Campaign #1			
Social Campaign #2			
Social Campaign #3			
GOOGLE			
Google Campaign			
Google Listing			
OTHER			

# Thank you



**Let's have coffee**

(03) 5270 5159

[hello@feeddigital.com.au](mailto:hello@feeddigital.com.au)

[feeddigital.com.au](http://feeddigital.com.au)