



### **Theme Based Content Plan Example**

This content plan is based around the ideas and main teaching points in your core message.

The roadmap to get someone from where they are to where they want to go is what you create this content plan around.

You start with your main message. You then break down the different parts of your core message and assign a theme to each month.

Once you have the theme assigned, you come up with the articles that will be written during the month about that theme.

This content will go on your website, your email list, to publications, and value posts on your social media networks.

Having a clearly laid out content plan will make it easier to sit down and create content.

But, know that you can adjust this content plan as necessary or as things change. It will also help your promotions and messaging to flow better.

For places other than your platform (publications, social media, podcast interviews), you'll want to build awareness, share the opportunities, and motivate.

For your website, you want to give your best how-to content and content that makes someone want to sign up for your email list.

## Example

**Core message:** Digital marketing for corporations.

**Theme:** Building a foundation online.

### Week One

Blog (post once-a-week on Tuesday)

- The Importance of Your Website to Increase Sales and Audience Growth

Newsletter

- If You Don't Have a Conversion Strategy, You Don't Have a Business

Publications (post once-a-month on the major ones)

- Thrive Global: 3 Simple Strategies to Boost Your Online Presence
- Social Media Examiner: The #1 Reason No One Wants to Hear From You
- Business Insider: 5 Simple Digital Strategies That Build a Business's Online Presence

Value Posts on Social Media (three different types each week)

- Pro tip (Monday): The importance of a multi-tiered digital marketing plan.
- Call to join email list (Wednesday): The actual way to grow a business online and why you should sign up for our email list to know more.
- Sales offer (Saturday): Create the business of your dreams — paint the picture and invite them to private message you to learn about your exclusive consulting on digital marketing.

### Week Two

Blog (post once-a-week on Tuesday)

- Your Branding and Messaging are Increasing Your Customer Acquisition Costs

Newsletter

- What the Data Says About Using Paid Advertising More Effectively

Publications (post once-a-month on the major ones)

- Fast Company: 3 Warning Signs Your Marketing Team Needs Direction
- Forbes: Why Marketing Intelligence is Every Entrepreneur's Best Kept Secret

Value Posts on Social Media (three different types each week)

- Pro tip (Monday): Ways to make more money through strategic digital marketing.
- Call to join email list (Wednesday): Your marketing choices create business growth — sign up to our email list to learn more.
- Sales offer (Saturday): Understand how traditional marketing strategies build a business — private message us to learn more.

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