



Content Marketing Strategy Template

Fill-in-the-blank workbook

kreative.design

By Kristian Kreative, KREACTIVE

A practical framework from KREACTIVE
kreative.design

Section 1: Define Your Content Goals

Primary business goal for content marketing:

- [illegible]

Specific target (be measurable):

"I want to <u> within <u> months."

Example: "I want to generate 10 additional qualified leads per month from organic search within 6 months."

How will you measure success?

- Metric 1: _____
- Metric 2: _____
- Revenue target from content: \$_____/month

Section 2: Know Your Audience

Who is your ideal customer?

- Job title / role: _____
- Biggest problem they're trying to solve: _____
- What do they Google before they call you? List 5 searches:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____

Sales conversation insights:

- Most common objection: _____
- Question they always ask: _____

- What makes them choose you over competitors: _____
- What almost made them NOT hire you: _____

Support/reception insights:

- Question your receptionist answers most often: _____
- Complaint or frustration you hear repeatedly: _____

Section 3: Keyword Research Foundation

Your core services (list 3–5):

1. _____
2. _____
3. _____
4. _____
5. _____

For each service, list 3 search queries your customers would use:

Service 1: <u> _____ </u>

- Query: _____
- Query: _____
- Query: _____

Service 2: <u> _____ </u>

- Query: _____
- Query: _____
- Query: _____

Service 3: <u> _____ </u>

- Query: _____
- Query: _____
- Query: _____

Free keyword research checklist:

- [] Check Google autocomplete for each service term
- [] Review "People Also Ask" boxes for each query
- [] Look at competitor blog topics (what are they writing about?)
- [] Review your own Google Search Console data (if available)

☐ Check Google Business Profile "searches" report

Section 4: Topic Clusters

Cluster 1 (your most important service):

- Hub topic: _____
- Spoke 1: _____
- Spoke 2: _____
- Spoke 3: _____
- Spoke 4: _____

Cluster 2:

- Hub topic: _____
- Spoke 1: _____
- Spoke 2: _____
- Spoke 3: _____
- Spoke 4: _____

Cluster 3:

- Hub topic: _____
 - Spoke 1: _____
 - Spoke 2: _____
 - Spoke 3: _____
 - Spoke 4: _____
-

Section 5: Content Calendar

Publishing frequency commitment:

☐ 1 post per month

☐ 2 posts per month (recommended minimum)

☐ 1 post per week

☐ Other: <u>_____</u>

Your batching schedule:

- Research day: _____ (day of week)

- Writing day(s): _____ (day of week)
- Editing day: _____ (day of week)
- Publishing day: _____ (day of week)

Month 1 Content Plan:

Week	Topic	Target Keyword	Content Type	Cluster
1				
2				
3				
4				

Month 2 Content Plan:

Week	Topic	Target Keyword	Content Type	Cluster
1				
2				
3				
4				

Month 3 Content Plan:

Week	Topic	Target Keyword	Content Type	Cluster
1				
2				
3				
4				

Section 6: Content Mix

Target content mix (should total 100%):

- SEO-driven content (targeting search queries): _____% (recommended: 80%)
- Brand content (thought leadership, opinions, culture): _____% (recommended: 20%)

Content types you'll use:

- ☐ In-depth guides (2,500-4,000 words)
- ☐ How-to tutorials (1,200-2,000 words)

- ## Section 7: Distribution Plan

- [] Share to email list
- [] Post summary on LinkedIn
- [] Post snippet on Facebook/Instagram
- [] Create 2-3 social media excerpts
- [] Update internal links from existing content
- [] Other: <u>

☐ I have an email list with subscribers

☐ I need to start building an email list

☐ I have a list but haven't emailed in months

Section 8: Tracking Setup

- ☐ Google Analytics 4 installed
- ☐ Google Search Console connected
- ☐ Conversion events set up (form submissions, phone clicks)
- ☐ Keyword tracking tool (optional: Ahrefs, SEMrush, or free alternative)

- [] Check organic traffic growth (Search Console)
- [] Review top-performing content by traffic
- [] Count leads generated from blog content
- [] Check keyword ranking progress

☐ Identify content that needs updating or improving

Section 9: Timeline Expectations

My commitment:

- I will publish consistently for _____ months before evaluating results
- Minimum commitment: 6 months (recommended)

Realistic milestones:

- Month 1-3: Foundation built, _____ posts published
 - Month 4-6: First rankings, organic traffic growth begins
 - Month 7-12: Compounding returns, measurable lead generation
-

Quick-Start Action Items

If you only do 5 things this week:

1. ☐ List 10 questions your customers ask most often
2. ☐ Google each question and see what's ranking
3. ☐ Pick the 3 questions with the weakest competing content
4. ☐ Write your first blog post answering one of those questions
5. ☐ Set up Google Search Console if you haven't already

*Created by KREACTIVE

kreative.design*

Based on the same framework used to plan a 390-post, 18-month content strategy.