

# Content Marketing Canvas

DESIGNED FOR:

DESIGNED BY:

DATE:

VERSION:

## Reporting & Analysis

- Social Media Analytics
- Website Analytics  
(GA, GTM, Video session)
- UTM's & tagging
- Link Shorteners
- ESP & CRM Stas
- User Analytics  
(e.g. Active Campaign)
- Dashboards

## Content Production

- Copywriting Style
- Story
- Power words
- Emotional words
- Clickbait titles
- Readability & Grammar check
- Content upgrades  
& Lead magnets
- Call to Action
- Images & Visuals

## Content Research

- Keyword Research
- Competition Analysis
- Social Shares
- Audience Stalking
- Surveys
- Original data collection
- Content feeds
- Scraping

## Content Goals

Aka Micro Conversions

- Email subscribers
- Read entire article
- Follow on Instagram
- Click-through on next page
- Email CTR
- Time on site

## Audience

- B2B vs B2C
- Demographics Preferences
- Values and goals
- Decision - making details
- Challenges
- Pain points
- News / information sources
- Preferred type of content

## Content Distribution

Make it a Process

- Email Marketing
- Chatbot Marketing
- Push Notifications
- Social Media
- Communities & Groups
- Organic Rankings
- Content boosters
- Scheduling tools

## Stage at the Funnel

- ToFu Content
- MoFu Content
- BoFu Content

### Goals per Stage

- Attract
- Convert
- Close
- Delight

## Content Format & Concept

- Blog posts
- Podcasts
- Infographic
- Quiz, Calculator, Survey
- Email nurturing
- Case Studies
- Evergreen
- Reviews
- How-to guides
- Link pages
- Original Research
- Interview

## Platform & Technologies

- Wordpress
- Medium
- Instant Articles
- AMP
- Email - only
- Facebook groups
- Subreddits
- Indiehackers
- Hackernews