**Content Marketing Strategy Table**

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| **Date Prepared:** |  |

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| **AUDIENCE** | **KEY INTERESTS** | **CONTENT FOCUS** | **CHANNEL(S)** | **METRICS** |
| *What are your target market segment(s)?* | *What content are they most interested in?* | *What content will you deliver (e.g., articles, blog posts, podcasts)?* | *How will you deliver this content to your audience?* | *How will you measure success (e.g., engagement, downloads?* |
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