

Content Types Planner

CORE	SUPPORTING	PROMOTIONAL
Content Type <i>(Eg. eBooks, or Webinars)</i>	Content Type <i>(Eg. Blogs or short videos)</i>	Content Type <i>(Eg. Facebook posts or Tweets)</i>
Format <i>(Eg. 2000 words, PDF, 10 pages, + photos)</i>	Format	Format
How often will you make this? <i>(Eg. weekly, daily)</i>	How often will you make this?	How often will you make this?
CTA - Call to action <i>(Eg. Buy now, read more, message me!)</i>	CTA	CTA