

How to write a communications plan



First step: create a template for marcomms - Eshot

- Use Mailchimp – free for up to 2,000 email addresses
- Manages GDPR compliance
- Use stock images and logos
- Measure click-throughs and opens
- Schedule monthly
- Create KPIs



Why is marcomms planning so important?

Why You Need a Content Marketing Plan

The popularity of content marketing has soared in recent years. This is reflected in the amount of content being produced by marketers, with over [two-thirds of businesses \(67%\) planning to create more content in 2016 than they did in the previous year.](#)

This widespread adoption of content marketing is making it more difficult to stand out from the noise. In order to compete with 'Content Shock', it is becoming ever more important to question your approach, tweak and optimise your strategy, and grab the attention of your potential customers.

Planning strategically for content marketing has a major influence on the effectiveness of your efforts. In a recent study by CMI, they found B2B marketers who had a documented strategy were a lot more effective than those who simply had a verbal one. Of those who had a documented strategy, [60% consider their organisation to be effective at content marketing,](#) compared to only 32% who had a verbal strategy.



How to Use the Templates

Content planning will undoubtedly have a major impact on the success of both your inbound marketing campaigns and the effectiveness of your content marketing overall. That's why in this guide we've created 4 steps and templates that will help you put together an effective content marketing plan for either your business or those of your clients.

The templates will help you to:

STEP 1: Complete a SWOT analysis on your content marketing efforts and develop a plan to improve them.

STEP 2: Define the right objectives and KPIs for that plan

STEP 3: Brainstorm content ideas and map these across your funnel

STEP 4: Create a timeline for your content plans

How should I use these templates?

To make it easier for you to implement these steps, each one has a standard structure explaining how to use it.

- The benefit of completing the step
- Instructions to complete the step
- An example of what a completed template looks like
- An empty template for you to fill out

Who has created this template?

HubSpot has teamed up with digital marketing planning experts [Smart Insights](#) who use a similar approach in their member resources for developing and [creating digital strategies](#) and [managing digital transformation](#).



An example

Example

Below, you'll see a Content Marketing SWOT Action Plan example.



Begin testing of paid social media distribution for existing content that has performed well and roll out to new content if results are good.



Create lower funnel assets (explainer videos) to improve the performance of our lead nurture programs.



Leverage partners to create a resource centre full of free content that will help increase new organic visits to our website.



Leverage technology to improve personalization for returning leads to further improve our lead to customer conversion rate.



Make whitepapers more valuable for social promotion by developing an influencer program and adding expert commentary to maintain our thought leadership.



Create content ROI reports to better understand the return on our content marketing efforts.

Write your own action plan

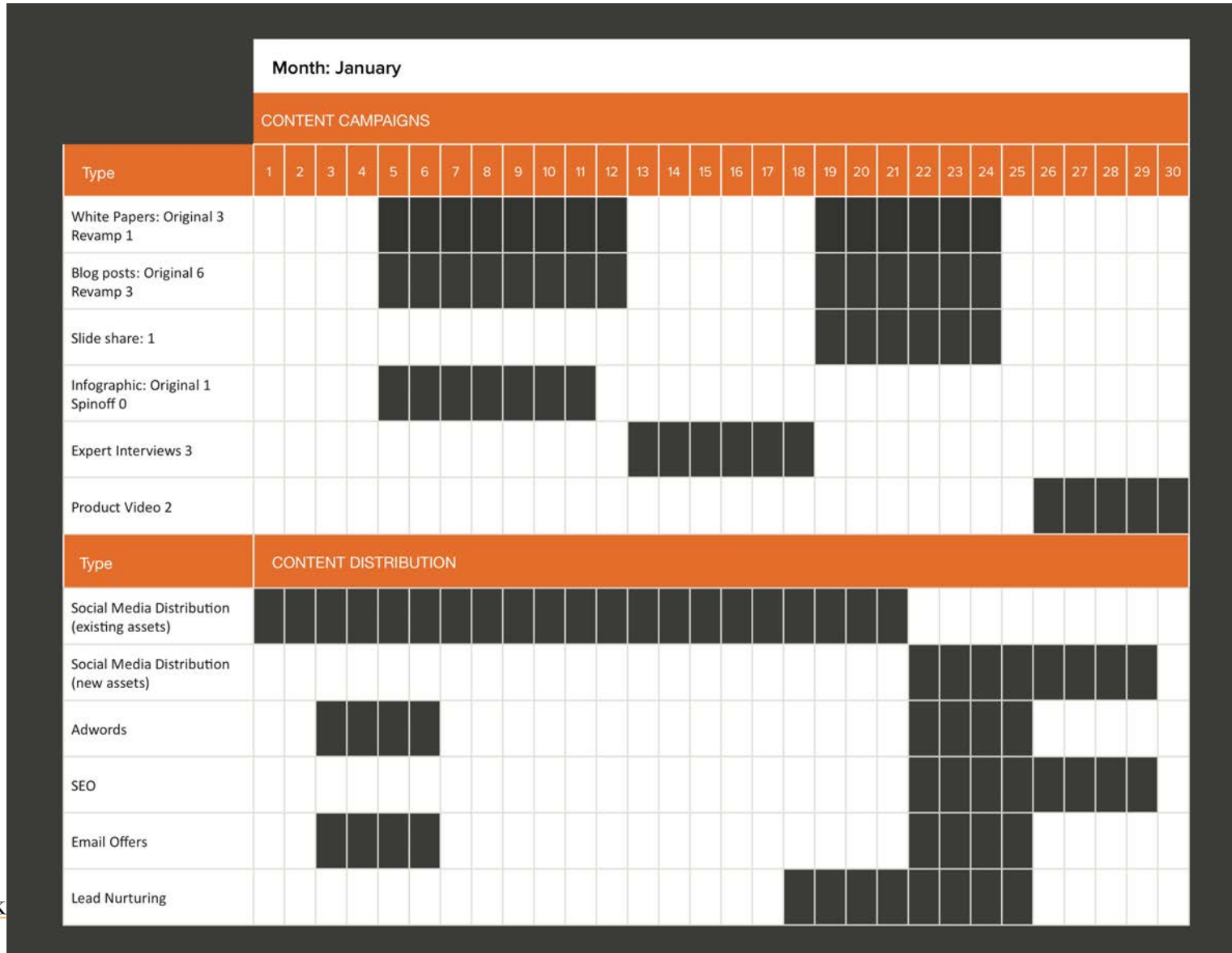
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Reach – Act – Convert - Engage

Customer lifecycle stage and aims	SMART objectives	Strategies to achieve goals	Key performance indicators
Reach Increase brand awareness and visits to company websites, apps and social network sites.			
Act Increase audience interactions with content on company-owned media platforms to generate leads.			
Convert Increase conversion rates from leads to sales volumes achieved online or offline.			
Engage Increase long-term customer engagement and loyalty leading to repeat sales and advocacy.			

Example timeline



Now plan a timeline

MONTH:

CONTENT CAMPAIGNS																														
Type	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Type	CONTENT DISTRIBUTION																													