

Content Distribution Plan

1. Objectives

- Define the key goals for content distribution.
- Target audience identification.
- Desired outcomes and metrics for success.

2. Content Types

- Blog articles
- Infographics
- Social media posts
- Videos
- Podcasts
- Email newsletters

3. Distribution Channels

Channel	Platforms	Frequency
Owned Media	Website, Blog, Newsletter	Weekly
Earned Media	PR, Guest Posts, Mentions	Monthly
Social Media	LinkedIn, X, Facebook, Instagram	3x/week
Paid Media	Ads, Sponsored content	As needed

4. Timeline

Content Piece	Distribution Date	Responsible
Article: "Industry Trends"	May 15	Content Team
Infographic: "2024 Outcomes"	May 20	Designer
Newsletter #1	May 25	Marketing

5. Measurement & KPIs

- Website traffic
- Engagement (likes, shares, comments)
- Email open and click rates
- Lead generation
- PR mentions