

# 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