

Content Marketing Proposal Outline

1. Executive Summary

Brief overview of the proposal, goals, and expected outcomes.

2. Objectives

- Define key content marketing goals
- Align objectives with broader business goals

3. Target Audience

- Describe target customer personas
- Identify audience needs and challenges

4. Content Strategy

1. Content Themes & Topics
2. Content Formats (blog, video, infographics, etc.)
3. Content Calendar & Publishing Frequency
4. Tone & Messaging

5. Content Creation & Distribution

- Content production workflow
- Distribution channels (website, social media, email, etc.)
- Collaboration & responsibilities

6. Promotion Plan

- SEO strategy
- Paid promotion
- Influencer/partnership outreach

7. Measurement & Reporting

- Key Performance Indicators (KPIs)
- Reporting schedule
- Analysis tools & methods

8. Timeline

Projected schedule for deliverables and campaign milestones.

9. Budget

Estimated costs for content creation, promotion, and resources.

10. Next Steps

- Proposal approval
- Kick-off meeting
- Finalizing scope and deliverables

