

Themes

Brainstorm the primary themes your content should contain. Your themes should extend beyond your specific product or business. These are the overarching content areas you will create content for – not specific topics or titles.

Topics

Circle one theme above. For that theme, brainstorm specific topics you can create content on. Think of them as titles for now (though the titles may change later).

Content types

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Content types & alignment

Based on the following content types, determine how you will create content for each of the topics above. Write at least one content type letter in the boxes to the right of each topic. You may be able to create more than one type of content for some of your topics.

<input type="checkbox"/> A Blog post	<input type="checkbox"/> B Image	<input type="checkbox"/> C Long-form video
<input type="checkbox"/> D Short-form video	<input type="checkbox"/> E Newsletter/email	<input type="checkbox"/> F Podcast topic
<input type="checkbox"/> G Infographic	<input type="checkbox"/> H eBook	<input type="checkbox"/> I Whitepaper
<input type="checkbox"/> J Webinar		