



Making the Right Moves

Making A Content Strategy & Plan

Proposal Overview



1. Context



2. Framework



3. Content Plan



4. Calendar

Methodology

**Content Strategy
Framework**



Specifies the key areas to focus on

**Content Planning
Framework**

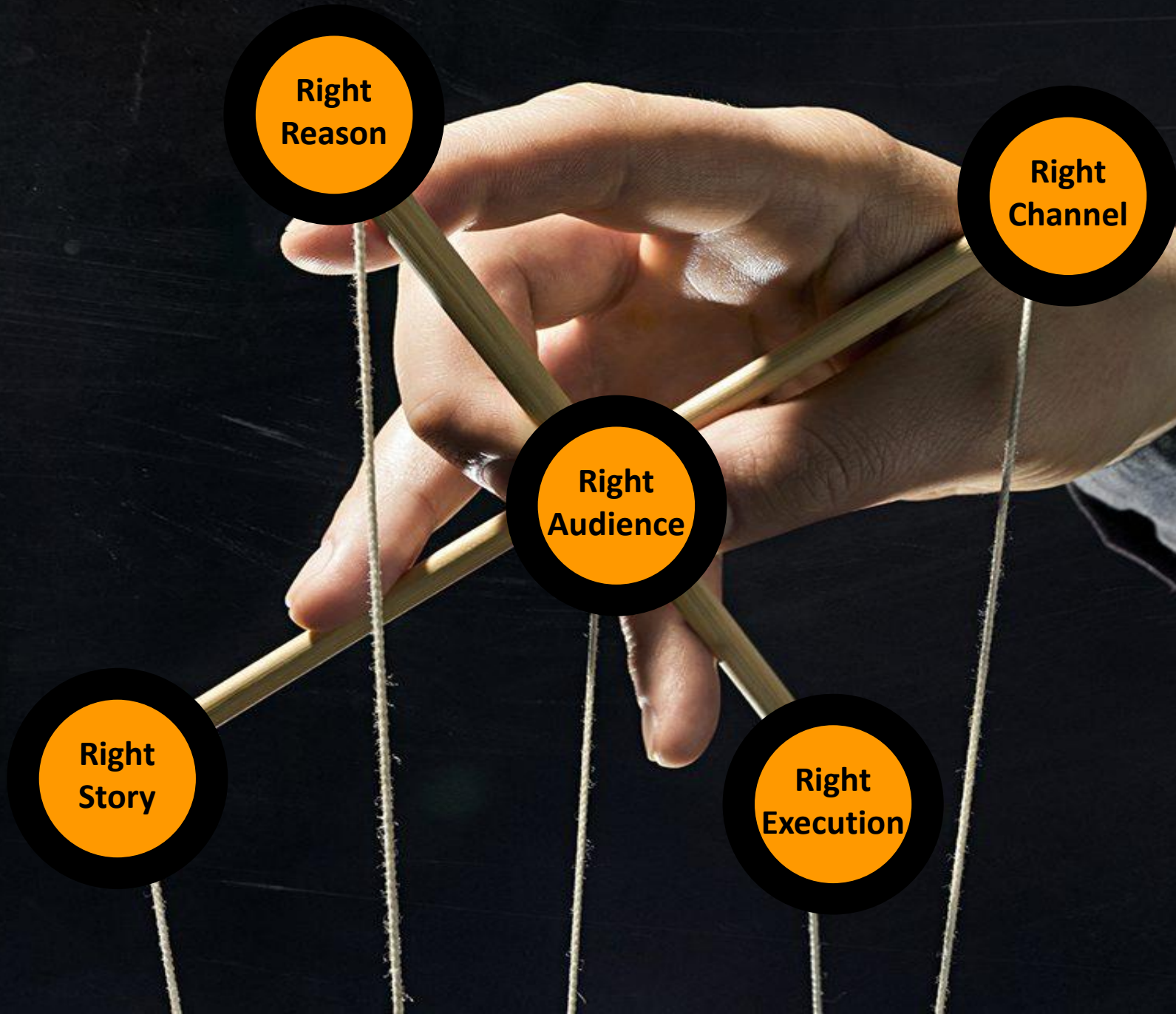


**Details out the steps needed to create a
content calendar in an integrated way
based on Content Strategy**

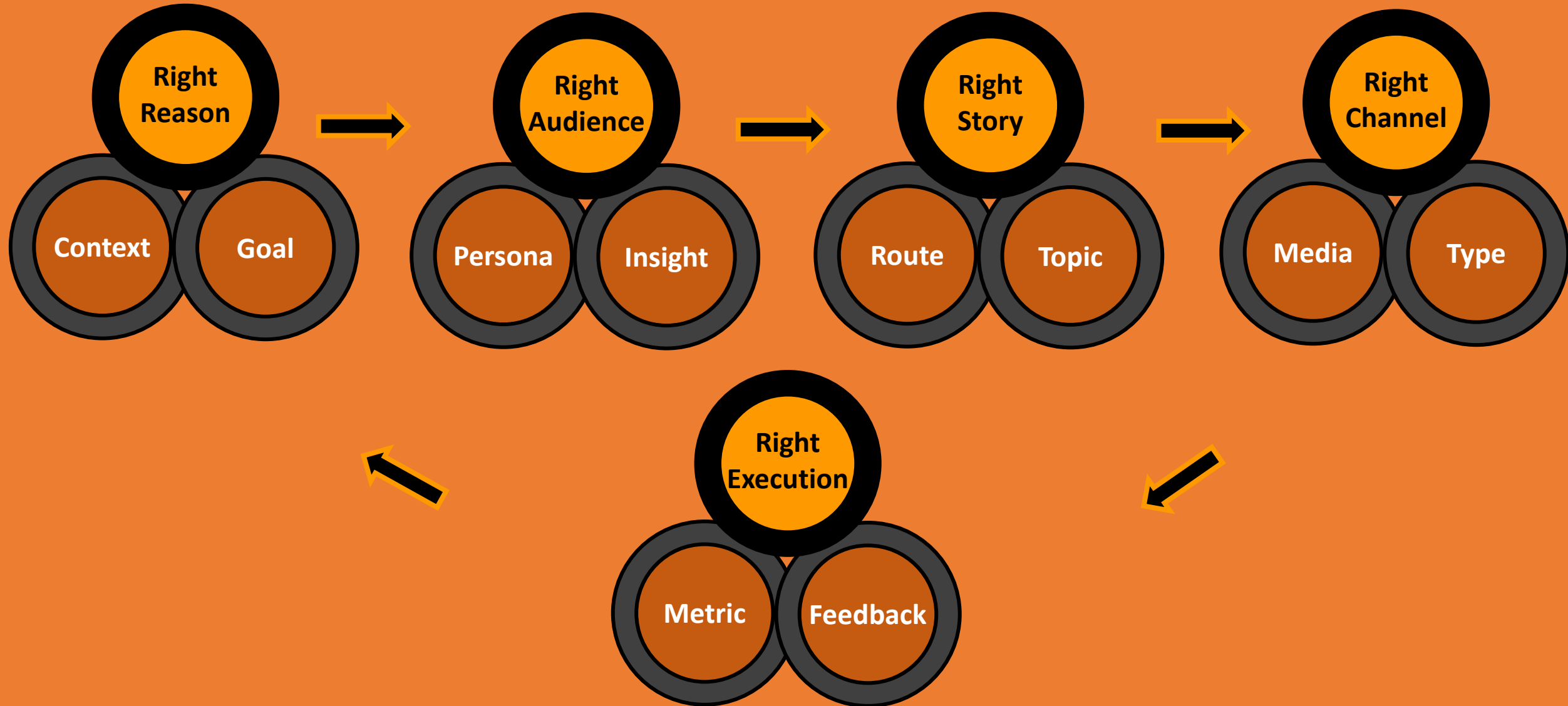
**Content Planning
Calendar**



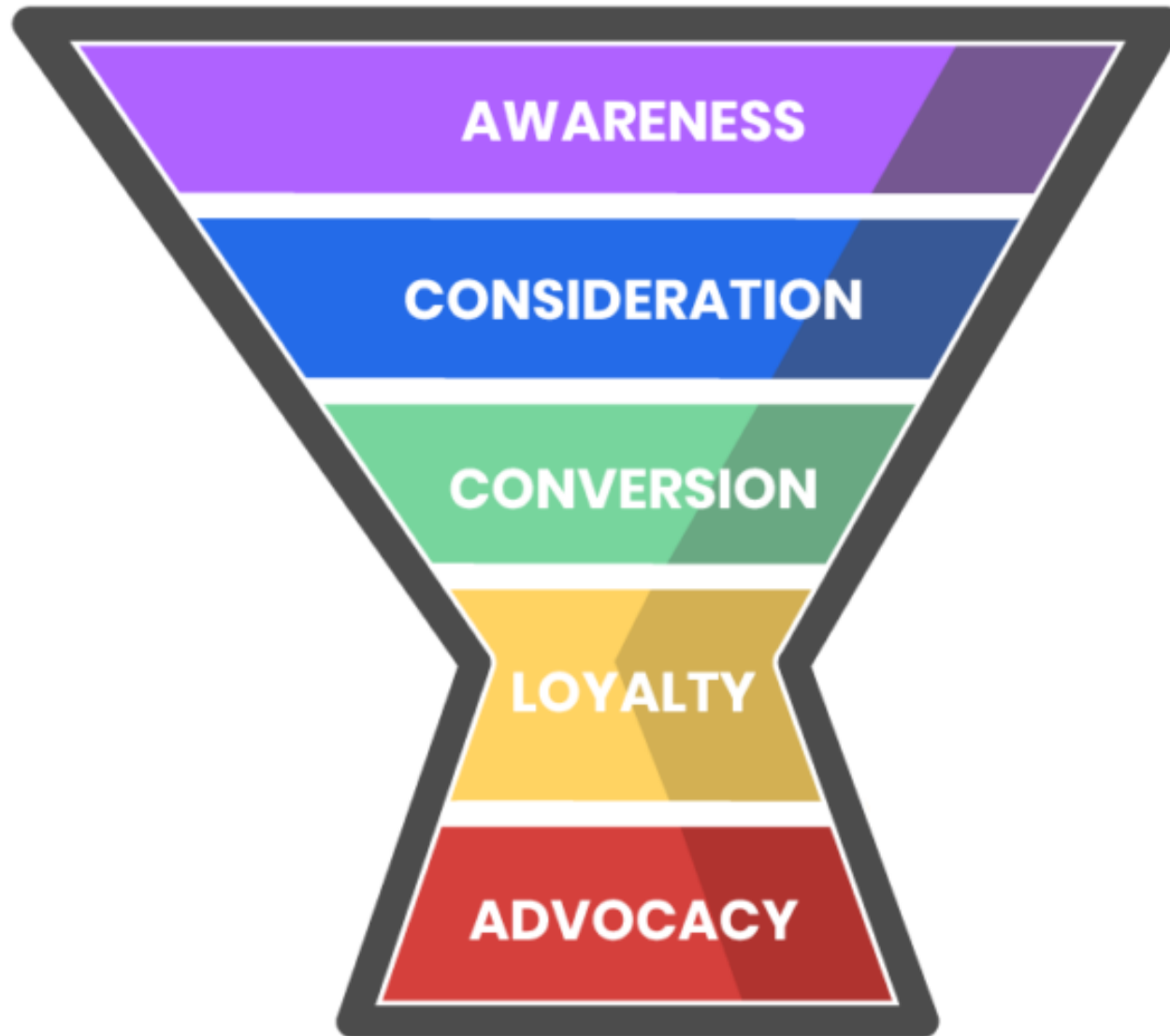
**The detailed calendar based on which
actual content preparation and tracking
to be done (Preferably in Excel)**



Content Planning Framework

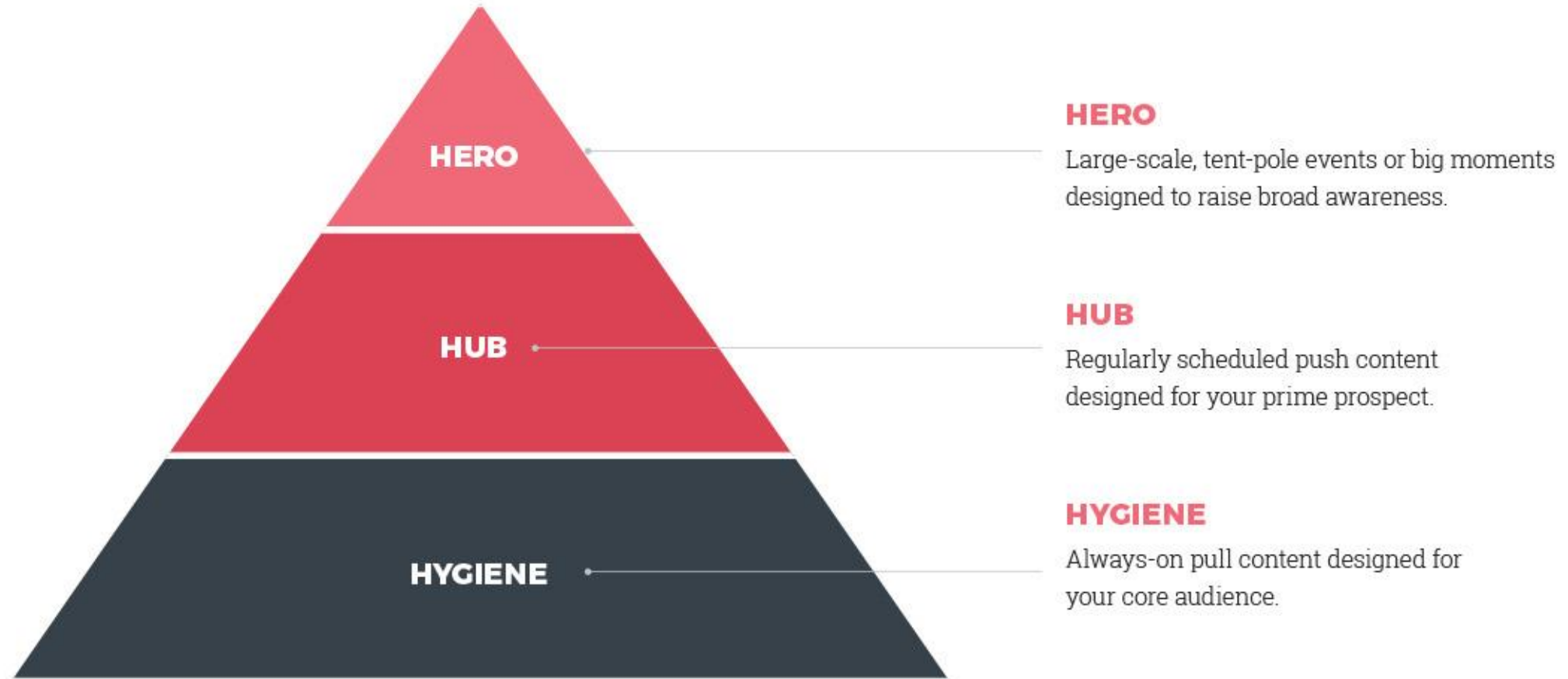


Right Reason – Goal



Right Reason – 3 Content Type

HERO-HUB-HYGIENE CONTENT PYRAMID



Thank You