

Marketing Plan-2021

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1. Who are your primary audiences?	<p>1. Senior Adults wishing to develop creative solutions/ recommendations to solve societal problems. This will build on their existing wisdom and support making the world a better place.</p> <p>2. Middle and high school students that would learn and develop skills that are not traditionally taught in school today, but will benefit them in future life (College & Career Readiness Skills).</p> <p>3. Young adults that may have not completed or high school graduates that have no career direction and need to learn skills that will help them succeed in a career or additional schooling (college and career readiness (CCR))</p>
Adults-	College senior learning like Regis, Community senior centers, Senior adult communities,
Middle & HS students	
Young adults	Corporations, Community programs, Drug & Adult retention programs, State Hiring centers
Corporations	Develop relationships with companies to understand their need?
What do you want them to know you for?	<p>how will you set yourself apart from your competitors? What makes you different --and better-- than them?</p> <p>getting noticed can be incredibly hard</p>
What specific topics will you cover in your content plan?	determined what you want to be known for decide to focus on one key theme per month or quarter
Which formats will you prioritize: Blogs, video, podcasts, email?	<i>(Check out this primer on creating videos for IGTV—Instagram TV—courtesy of the folks at Facebook for Creators).</i>



5. Which social media channels will you prioritize and what's your plan for distributing content through them?

The social media landscape can seem overwhelming. It's easy to underestimate the time and resources required to build a large and highly engaged following on any of them. That's why you'll need to prioritize and select the one or two channels to double down on. For you, that might be Facebook or Instagram. Or it could be LinkedIn. *(Check out this free guide for content creators on LinkedIn. And if you're looking for a social media scheduling app, try MeetEdgar.)*

6. Who will be responsible for developing, publishing, and distributing content?

Having an ambitious content marketing plan in hand is not enough: Who exactly will be responsible for developing, editing, publishing, and distributing the content you produce? If your in-house team is limited in resources, or you're working on your own, you'll want to consider tapping into freelance resources that can give you the leverage you need. *(Check out this free marketing calendar from Twitter).*

7. How will you monitor engagement and measure impact?

How will you know whether your content marketing is working? What metrics will you track and measure? What applications can deliver the data and analysis you need?

You may have other questions you'll want to ask as you develop your content marketing plan, but if you start with these questions, you should be well on your way to crafting a plan that works for you in 2019.

