

Content Marketing Cover Sheet

Company:

Kick-off call date:

Website(s):

Time required:

Website purpose:		
<input type="checkbox"/> Ecommerce	<input type="checkbox"/> Lead gen/affiliate	<input type="checkbox"/> Community forum
<input type="checkbox"/> Education center	<input type="checkbox"/> Blog	<input type="checkbox"/> News
Unique value proposition:		
Persona groups:		
Brand voice:		
New content priorities:		
Refreshed content priorities:		
Social channels:		
facebook.com/		Twitter @
youtube.com/		Google+
pinterest.com/		