CONTENT MARKETING EDITORIAL CALENDAR & ROADMAP

MULTI-CHANNEL PRODUCTION WORKFLOW | PUBLISHING SCHEDULE | PERSONA & KEYWORD TARGETING

Month / Quarter: _____ **Content Lead:** _____ **Campaign Theme:** _____ **Primary KPI:** _____

EDITORIAL SCHEDULE & CONTENT PIPELINE

Pub Date	Content Headline / Working Title	Content Type	Target Audience	Keyword / SEO Topic	Author / Lead	Distribution Channels	Status & QA Stage
MM/DD	_____ URL / Hook: _____	[ ] Blog / Article [ ] Video / Reel	_____	_____	_____	[ ] Web/SEO [ ] Email [ ] LinkedIn [ ] YouTube	[ ] Idea [ ] Draft [ ] Review [ ] Published
MM/DD	_____ URL / Hook: _____	[ ] Blog / Article [ ] Video / Reel	_____	_____	_____	[ ] Web/SEO [ ] Email [ ] LinkedIn [ ] YouTube	[ ] Idea [ ] Draft [ ] Review [ ] Published
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CONTENT PROMOTION & REPURPOSING CHECKLIST

[ ] Organic Social Snippets Generated [ ] Newsletter Feature Scheduled [ ] Visual Assets & Infographic Exported [ ] Internal Linking Updated

[ ] Community / Forum Distribution Done [ ] Outreach & Backlink Pitch Sent [ ] 30-Day Performance Audit Scheduled [ ] Repurposed into Slide Deck / PDF