

STEP ONE: GOALS & KPIs

In the table, list three business goals your team is focused on. Then, match your KPIs/metrics and content to each goal.

	GOAL	KPI/METRICS	TYPE(S) OF CONTENT
EX.	Increase inbound leads 15% by EOY by working with Growth Marketing and Partner Marketing to plan, create, and share valuable content.	<ul style="list-style-type: none">• Lead generation conversions• Search referrals to blog	Top of funnel: blogs, ebooks, drip emails, partner outreach
1			
2			
3			