



**The  
Marketing  
Dojo**

# **Content Engine Planner**

Hi, my name is

# Marty Fisher

Founder of Sherpa Marketing  
and Creator of The Marketing Dojo.

**I help marketing leaders that are stuck burning a ton of budget creating content that is having little or no tangible impact to build content engines that will drive qualified traffic and leads.**

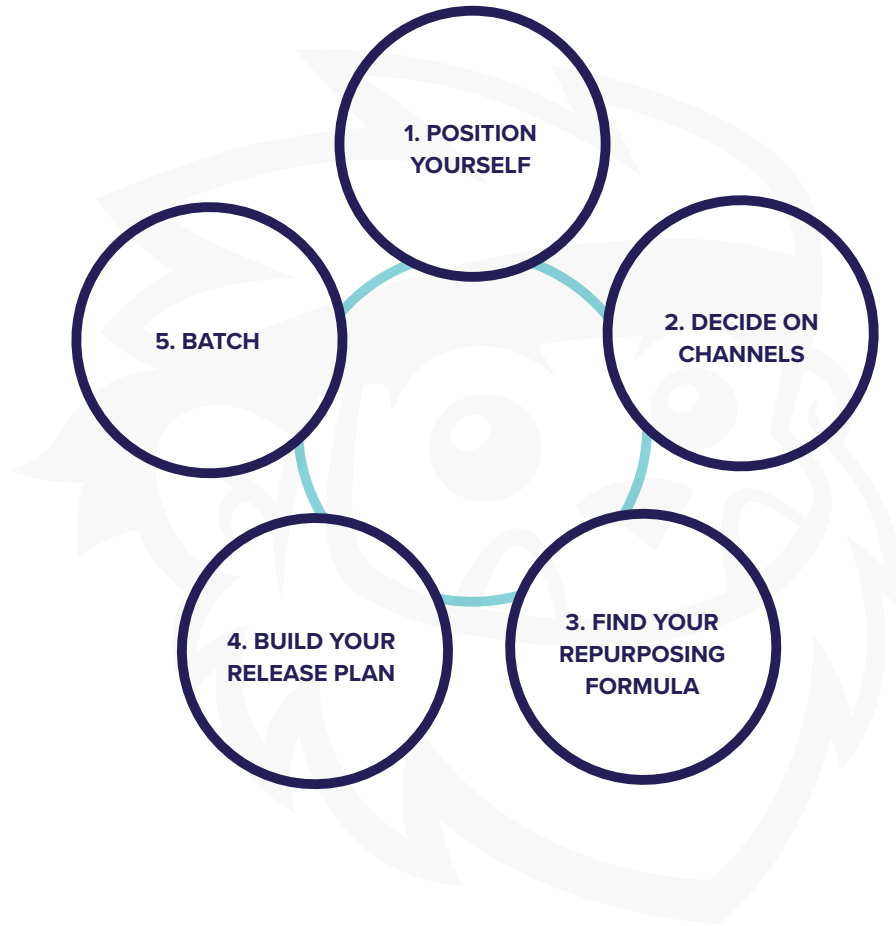
The **Content Engine Planner** will help your team figure out what kind of content to write that your customer will actually read and get it done 2-3x faster.

The end result... you'll spend less resources building content that will drive more qualified traffic and leads.



# Contents

Build your content out in 5 easy steps. We'll go into detail in the following pages how to complete each step



**i** Instructions:

Ask yourself about your audience. By knowing the answers to these questions, you'll be able to know what topics your content should touch on.

Who They Are

What Do They Care About

What Keeps Them Up At Night

Topics I Can Teach

**i** Instructions:

Keeping your audience in mind when you decide on your Channels. You don't have to be on every single channel, especially if you don't have the resources to commit to maintaining them. When deciding on a channel, keep in mind the different ways to post on those channels Ex: Instagram has posts, stories, reels, IGTV, guides.

Website

Facebook

Twitter

YouTube

Instagram

Other

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**i** Instructions:

Indicate the platform from Step 2 and the format required for that platform. Example - if shooting videos, Instagram uses vertical videos and Youtube uses horizontal videos. Making sure to shoot your content in 2 ways will help with the planning and production.

Keeping with our Instagram example, Stories are shot vertically, but posts are square. Keep this in mind when thinking of all the different ways to repurpose your content. We always recommend with starting with the longer format content first, such as Blog articles and videos, then pulling out information to repurpose in shorter content forms. To get the most bang for your effort, try creating 10 additional pieces of content from your long form content.

Platform:

Format:

Platform:

Format:

Platform:

Format:

**i** Instructions:

Write down **ALL** the steps you need to take and who is responsible for taking them for getting your content created and pushed live. Be specific (who what when how, etc):

Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

Step 7

**i** Instructions:

Make a list of the top topics for your content:

Topic 1:

Topic 2:

Topic 3:

Topic 4:

Topic 5:

Topic 6:

Topic 7:

Topic 8:



**i** Instructions:

Now, for each topic, create a schedule for your content creation. Remembering to try to create smaller content pieces based off of one larger content piece.

Task (From Step 4)	Responsible	Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		

## Next Steps

The ROI of scanning this and then dumping it into a folder on your computer for “future reference” is zero.

If your content isn't generating you qualified leads, then I want you to COMMIT to taking action on this.

This could easily be the best use of a few hours that your department spends this year.

Your content is the long-term, sustainable lifeblood of your business... and you can't afford NOT to invest in it.

If you're a Marketing Leader and you'd like my help personally to build a world-class marketing department and crush your targets this quarter, [book a FREE Strategy Session](#) now.

My team or I will hop on a call and figure out the **#1 thing** you need to close the gap.

[BOOK A CALL](#)

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