

Plan Your Product Marketing Content

Use this form to establish your product marketing content plan. Don't forget to save or print your responses.

Month One

Content Creation Starts:

Anticipated Publish Date:

Month Two

Content Creation Starts:

Anticipated Publish Date:

Month Three

Content Creation Starts:

Anticipated Publish Date:

Month One

Content Creation Starts:

Anticipated Publish Date:

1. **Working Title:**

Abstract (thesis statement): In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.

Type of content[^]:

[^] See [page nine](#) for descriptions of content types you might consider.

Target audience for this post:

Keywords (optional): Fixate's writers don't write for SEO; however, keywords are helpful for indicating the purpose of the piece.

Published on website:

2. **Working Title:**

Abstract (thesis statement): In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.

Type of content[^]:

Target audience for this post:

Keywords (optional): Fixate's writers don't write for SEO; however, keywords are helpful for indicating the purpose of the piece.

Published on website:

3. **Working Title:**

Abstract (thesis statement) - In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.

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Type of content[^]:**Target audience** for this post:**Keywords** (optional): Fixate's writers don't write for SEO; however, keywords are helpful for indicating the purpose of the piece.**Published on website:**4. **Working Title:****Abstract** (thesis statement) - In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.**Type of content**[^]:**Target audience** for this post:**Keywords** (optional): Fixate's writers don't write for SEO; however, keywords are helpful for indicating the purpose of the piece.**Published on website:**

Month Two

Content Creation Starts:

Anticipated Publish Date:

5. **Working Title:****Abstract** (thesis statement) - In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.[^] See [page nine](#) for descriptions of content types you might consider.

Type of content[^]:

Target audience for this post:

Keywords (optional): Fixate's writers don't write for SEO; however, keywords are helpful for indicating the purpose of the piece.

Published on website:6. **Working Title:**

Abstract (thesis statement) - In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.

Type of content[^]:

Target audience for this post:

Keywords (optional): Fixate's writers don't write for SEO; however, keywords are helpful for indicating the purpose of the piece.

Published on website:

[^] See [page nine](#) for descriptions of content types you might consider.

7. Working Title:

Abstract (thesis statement) - In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.

Type of content[^]:

Target audience for this post:

Keywords (optional): Fixate's writers don't write for SEO; however, keywords are helpful for indicating the purpose of the piece.

Published on website:

8. Working Title:

Abstract (thesis statement) - In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.

Type of content[^]:

Target audience for this post:

Keywords (optional): Fixate's writers don't write for SEO; however, keywords are helpful for indicating the purpose of the piece.

[^] See [page nine](#) for descriptions of content types you might consider.

Published on website:

Month Three

Content Creation Starts:

Anticipated Publish Date:

9. **Working Title:**

Abstract (thesis statement) - In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.

Type of content[^]:

Target audience for this post:

Keywords (optional): Fixate's writers don't write for SEO; however, keywords are helpful for indicating the purpose of the piece.

Published on website:

10. **Working Title:**

Abstract (thesis statement) - In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.

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Type of content [^]:**Target audience** for this post:**Keywords** (optional): Fixate's writers don't write for SEO; however, keywords are helpful for indicating the purpose of the piece.**Published on website:**11. **Working Title:****Abstract** (thesis statement) - In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.**Type of content** [^]:**Target audience** for this post:**Keywords** (optional): Fixate's writers don't write for SEO; however, keywords are helpful for indicating the purpose of the piece.**Published on website:**12. **Working Title:****Abstract** (thesis statement) - In about 100 words, describe the main idea for the piece, why your target audience will be interested in it, and what they should learn as a result of reading it.

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General Descriptions of Types of Digital Content

For samples of some of the content types listed here, see [Fixate's portfolio](#).

- ◆ **Blog Posts** — Typically 750–1,000 words. Depending on the technical level of your audience, blog posts can include code samples and basic how-to steps.
- ◆ **Extended Articles** — Essentially, long blog posts (~2,000 words). These are typically product/service specific and provide an opportunity to add marketing messages Calls to Action (CTAs).
- ◆ **Technical Landing Pages** — Content for a tailored micro-site (for example) that is product/service specific. It's most effective to have lower word counts on this type of content, and to include concise, well-articulated points about specific benefits and features of the product.
- ◆ **Tutorials** — A "how-to" that is product/service specific. May contain code. Usually includes screenshots and graphics.
- ◆ **White Papers** — Effective for establishing thought leadership. Typically geared toward a very technical audience. This type of digital asset can be used for lead generation via your gated page.
- ◆ **eBooks** — Geared toward informing and educating. This type of content is consumable by a broader audience than those reading your white papers and is suitable for lead generation via your gated page.
- ◆ **Guides** — Large assets (4,000+ words) that will be used for lead generation or sales. The process begins by writing a detailed outline based on the working title and abstract, which will be provided for your approval before writing begins.