

Plan Your Product Marketing Content

Use this form to establish your product marketing content plan.

For privacy purposes, your responses will be cleared from the form when you close it. Be sure to save or print the form so you can refer to your responses later. If you [request a "Price My Plan" meeting](#) with Fixate IO, please have your copy handy.

For more information on Fixate's approach to content planning, [visit our website](#).

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Continue to the next page to start building your content creation plan.

Month One

Anticipated Content Creation Start Date:

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[^]:

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:

[^] See [page 12](#) for descriptions of content types you might consider.

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:

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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

Anticipated Content Creation Start Date:

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.

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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.

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Target audience for this post:

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

Published on website:

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:

[^] See [page 12](#) for descriptions of content types you might consider.

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 Three

Anticipated Content Creation Start Date:

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.

Type of content[^]:

Target audience for this post:

[^] See [page 12](#) for descriptions of content types you might consider.

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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Type of content[^]:

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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.