

# Content opportunity plan: \_\_\_\_\_

What user need and pain point is this content opportunity addressing?

What are the messages and information we want people to get at this point?

As a result of this use of content, what do we want people to:

**Think**

**Feel**

**Do**

What channels might we use? Describe what will happen in each channel.

**Channel:**

**Content and approach for this channel:**

**Channel:**

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Sketch any sequencing needed:

How will we know it's been successful?