**Nonprofit Name**Content Marketing Strategy 2023 [Template]

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**1) Define the purpose and goals of your content marketing strategy.**

Write a short statement about why your organization is using content marketing and list the goals you hope to achieve over a 12-month period. For example:

* To grow online brand awareness
* To increase engagement on social media
* To increase referral traffic to your website
* To generate leads through call-to-actions (CTAs), such as email subscribers, event attendees, volunteers, social media ambassadors, etc.
* To convert social media followers into donors

**2) Choose which content distribution channels your nonprofit will use.**

List which content distribution channels your nonprofit uses and how many subscribers and followers your nonprofit has for each. Including the date allows you to track your progress over time. For example, as of January 1, 2023, Nonprofit Tech for Good has an active presence on:

* [Facebook (Page)](https://www.facebook.com/nonprofitorgs): 110,555 followers
* [Facebook (Group)](https://www.facebook.com/groups/nptechforgood): 2,172 members
* [Instagram](https://www.instagram.com/nonprofitorgs/): 74,100 followers
* [LinkedIn Page](https://www.linkedin.com/company/nonprofitorgs): 13,125 followers
* [Social Media for Nonprofit Organizations LinkedIn Group](https://www.linkedin.com/groups/1172477/): 130,676 members
* [Online Fundraising LinkedIn Group](https://www.linkedin.com/groups/3694133/): 20,292 members
* [Emerging Trends for Nonprofits Organizations](https://www.linkedin.com/groups/12078228/): 1,318
* [Twitter](https://twitter.com/nonprofitorgs): 778,089 followers
* [Pinterest](https://www.pinterest.com/nonprofitorgs/): 24,486 followers  
  **Total followers/members: 1,154,813**

Your content strategy will need a working budget to be successful. Create a [Content Marketing Budget in Excel](https://www.nptechforgood.com/wp-content/uploads/2023/05/Content-Marketing-Strategy-Budget-2023.xlsx) that lists the tools and services your nonprofit plans to invest in over a 12-month period. For example:

* Photo editing & graphic design tools
* Video production & editing tools
* Social media scheduling & analytics tool
* Search & social media advertising
* Email & text messaging software
* Professional graphic design
* Freelance writers, photographers, videographers, etc.
* Training & education
* MISC: LinkedIn Premium, Twitter Blue, Snapchat Premium, etc.

**3) Develop 3-5 content topics for written and visual content.**

Develop 3-5 content topics related to your mission and programs that will be the focus of your content strategy for the next 6-12 months. For example, a food bank could focus on:

1. The high cost of food in an inflationary economy
2. Access to fruit & vegetables in food deserts
3. The need for home food delivery to seniors
4. Providing infant formula to single mothers
5. Offering summer meals to low-income students

**4) Create an editorial calendar.**

Decide how much content your nonprofit is going to create on a monthly basis and schedule it in a 12-month editorial calendar. For example:

* Two blog posts or news articles
* Two individual photos or sets of photos for social media, blog posts, email campaigns, etc.
* Two call-to-action promo graphics
* Two stat and/or quote graphics
* One video (live, short-form, mixed media, etc.)

In addition, schedule email campaigns, your annual report, and Giving Tuesday and other Cause Awareness & Giving Days that you plan to participate in. If you to plan produce fundraising events, webinars, reports, and ebooks, add those too along with the content that needs to be created to effectively promote the events, webinars, reports, and ebooks on your website, in email, and on social media.

**5) Create a system to track and report success.**

To ensure that your organization’s decision-makers invest in your content marketing strategy, report key metrics on a monthly or quarterly basis using a [Content Marketing Success Spreadsheet in Excel](https://www.nptechforgood.com/wp-content/uploads/2023/05/Content-Marketing-Success-Spreadsheet-2023.xlsx).