Four Quarter Content Calendar Roadmap

Q1	Q2	Q3	Q4

Goal
- ■ Driving Traffic To Site
- ■ Brand Awareness
- ■ Retention
- ■ Generating Sales Leads

Blog

Website Redesign
Jul 31,2018

Product Camp LA
Sep 15, 2018

- Development Methodology
- Beta Utilization
- Using Data as a PM Tool
- Aligning Sales and Product

Guest Authorship

Webinar with Company
Aug 31, 2018

- Product Management from an Outside Perspective
- Lessons Learned from Company X
- Building Relationships in PM Teams

Email

- eBook Drip Campaign
- Monthly Newsletter # 1
- Monthly Newsletter #2
- Opt-in Product Management Course
- PM Survey
- Email Initiative #6

Webpage Content

- Product Marketing 101
- eBook Content
- Customer Testimonial
- Case Study #3
- Customer Video

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.