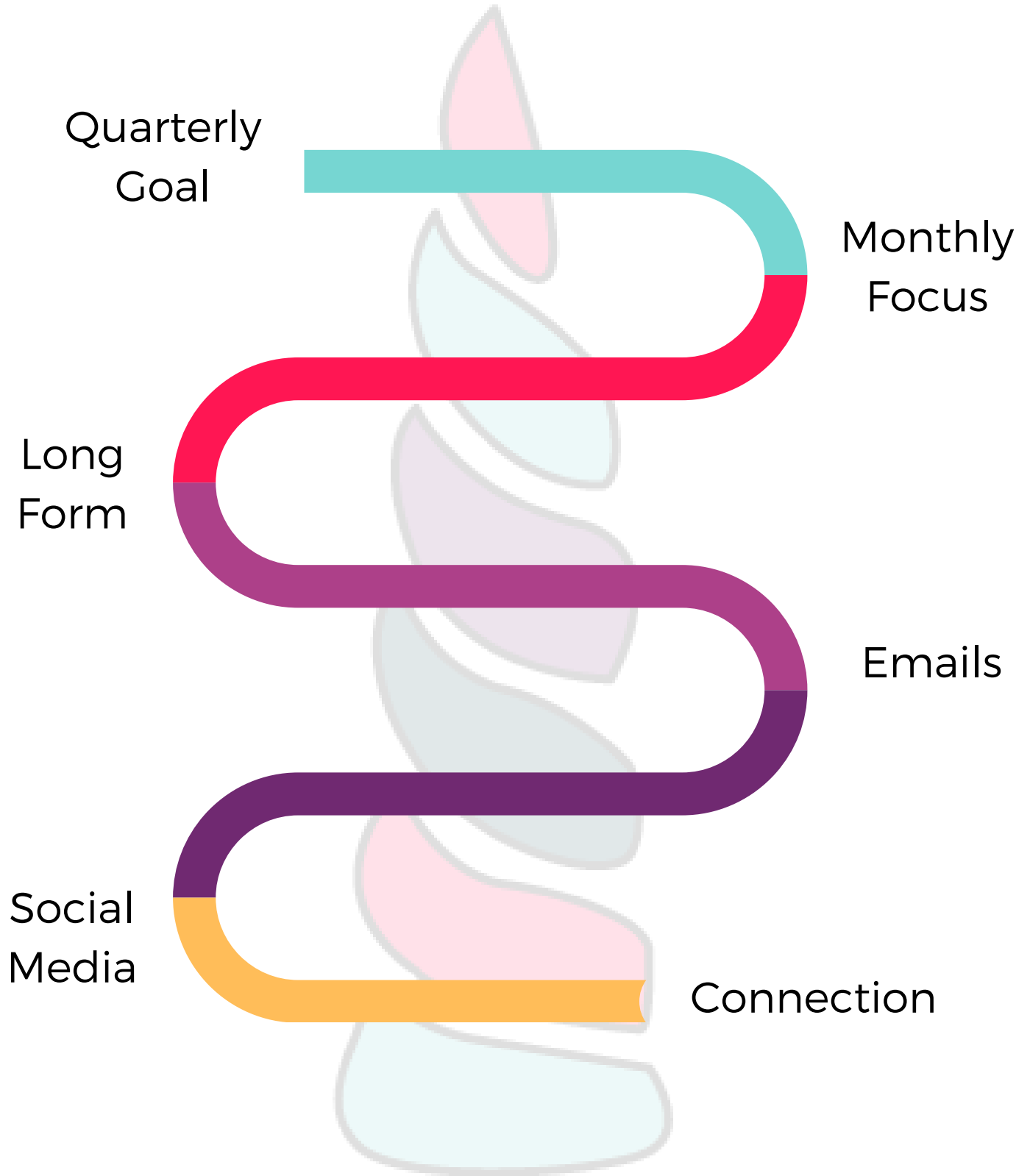
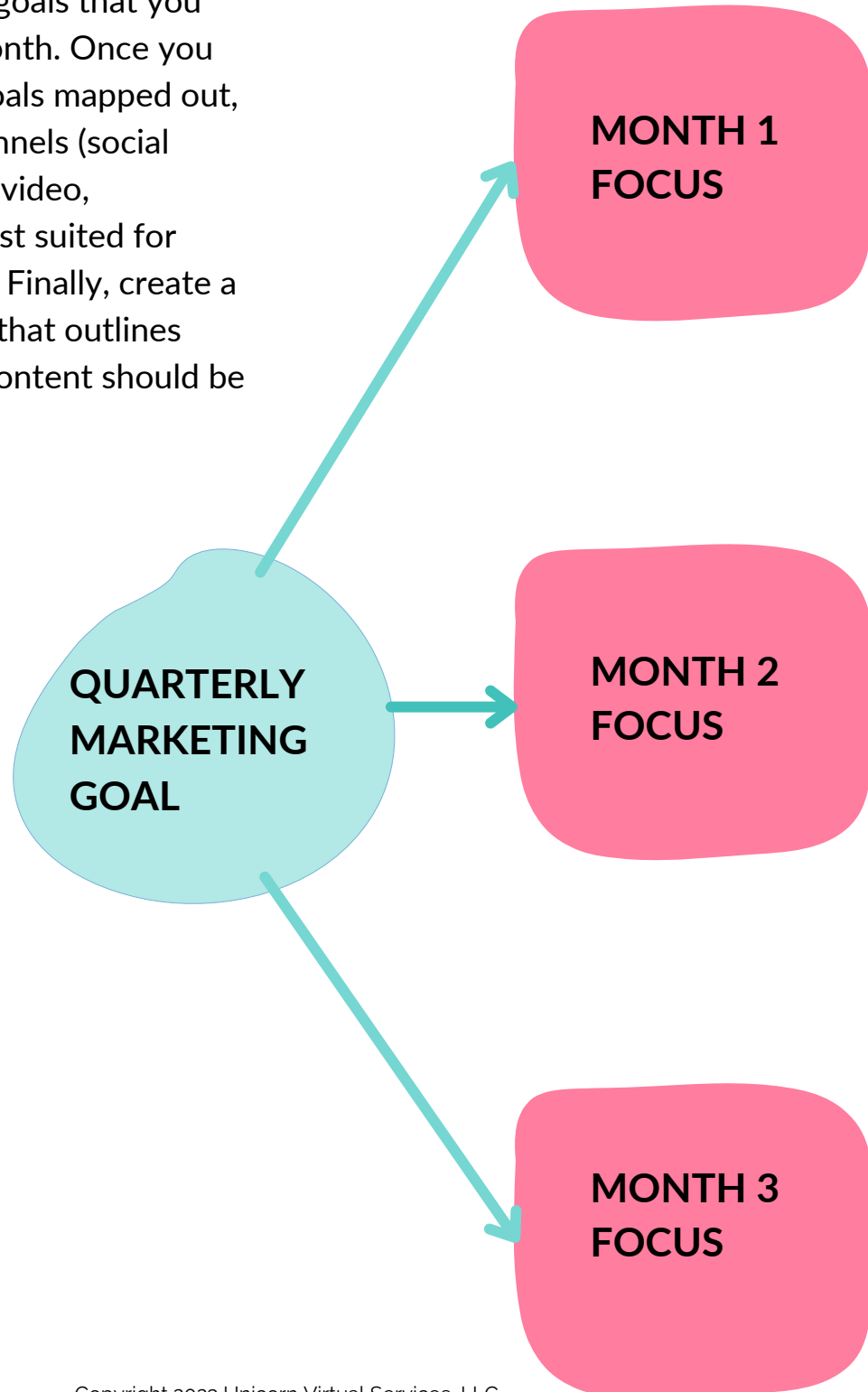


# ROADMAP TO UNICORN CONTENT



# UNICORN CONTENT MAP

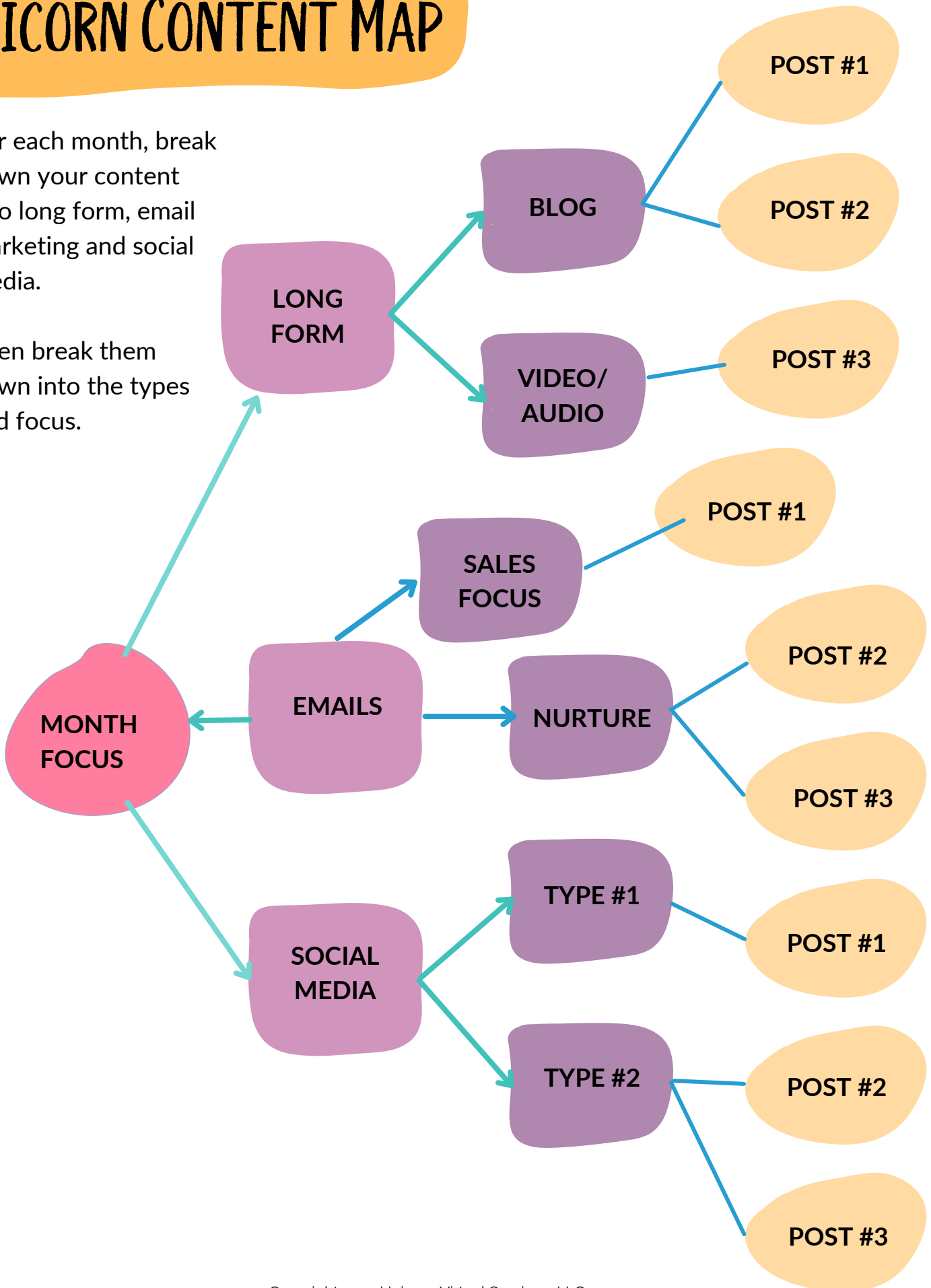
Start by identifying the main marketing goal you want to achieve for the quarter. Then, break that down into smaller monthly goals that you can focus on each month. Once you have your monthly goals mapped out, determine which channels (social media, blog, podcast, video, newsletter) will be best suited for each type of content. Finally, create a schedule or calendar that outlines when each piece of content should be published.



# UNICORN CONTENT MAP

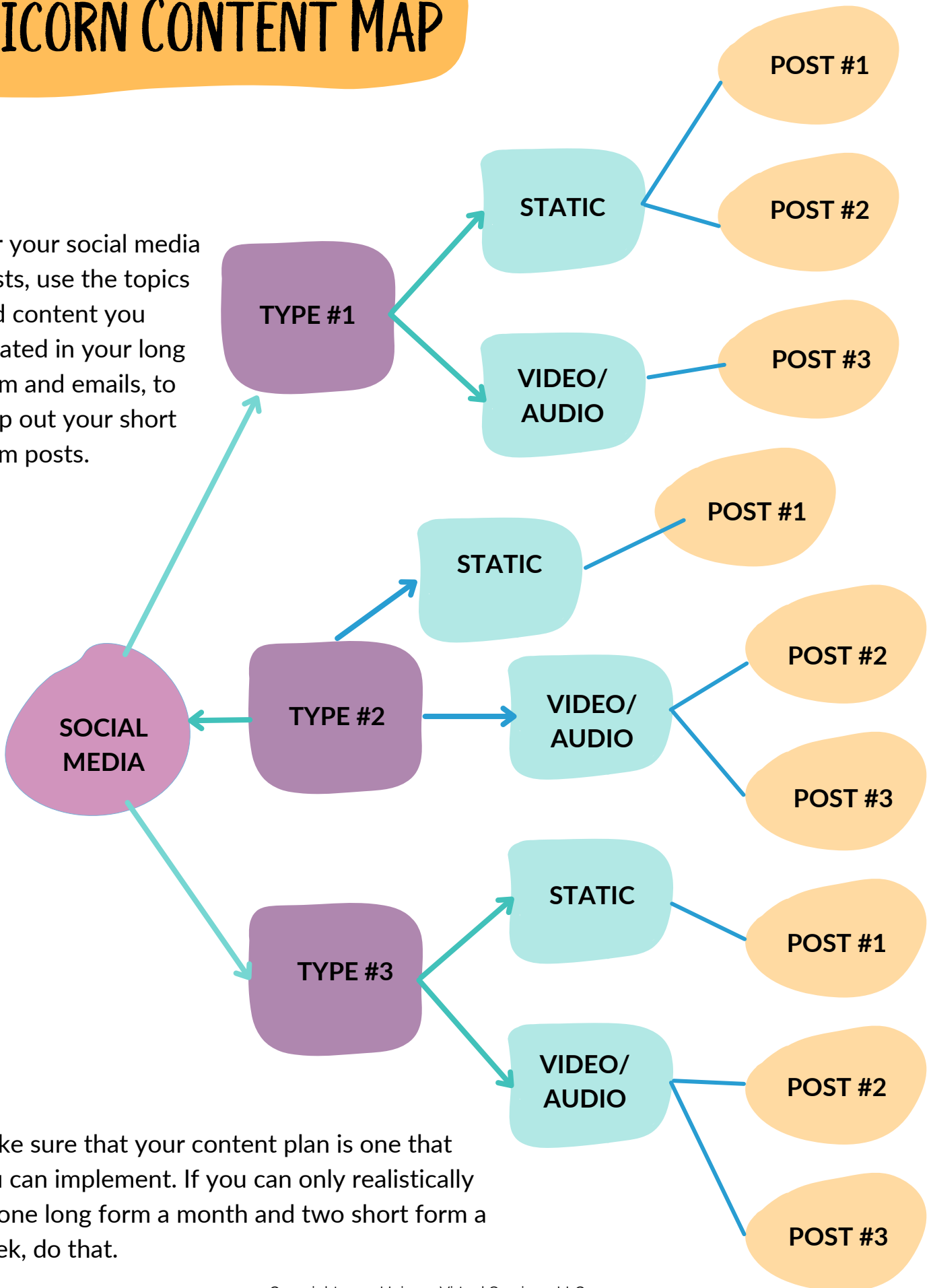
For each month, break down your content into long form, email marketing and social media.

Then break them down into the types and focus.



# UNICORN CONTENT MAP

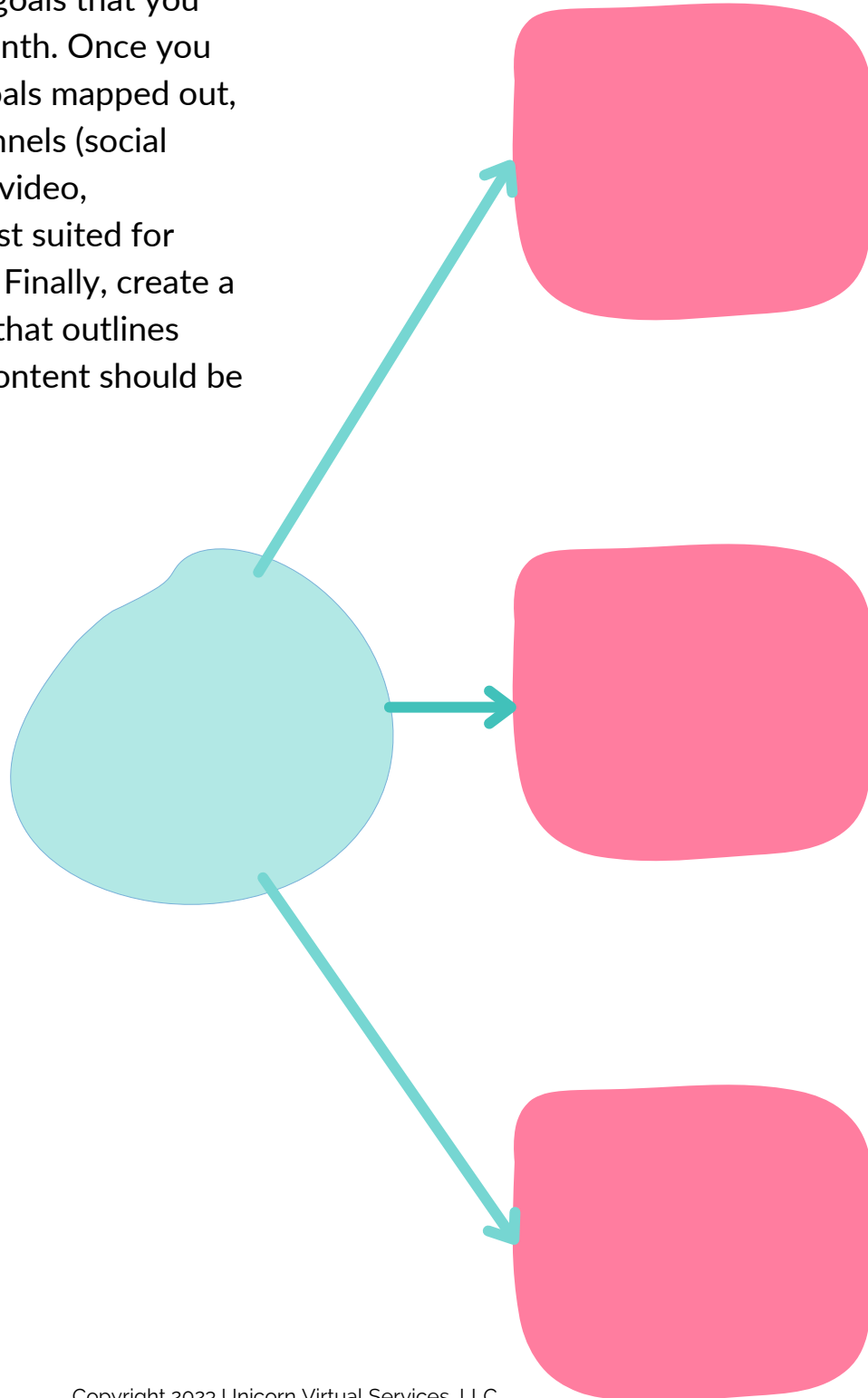
For your social media posts, use the topics and content you created in your long form and emails, to map out your short form posts.



Make sure that your content plan is one that you can implement. If you can only realistically do one long form a month and two short form a week, do that.

# UNICORN CONTENT MAP

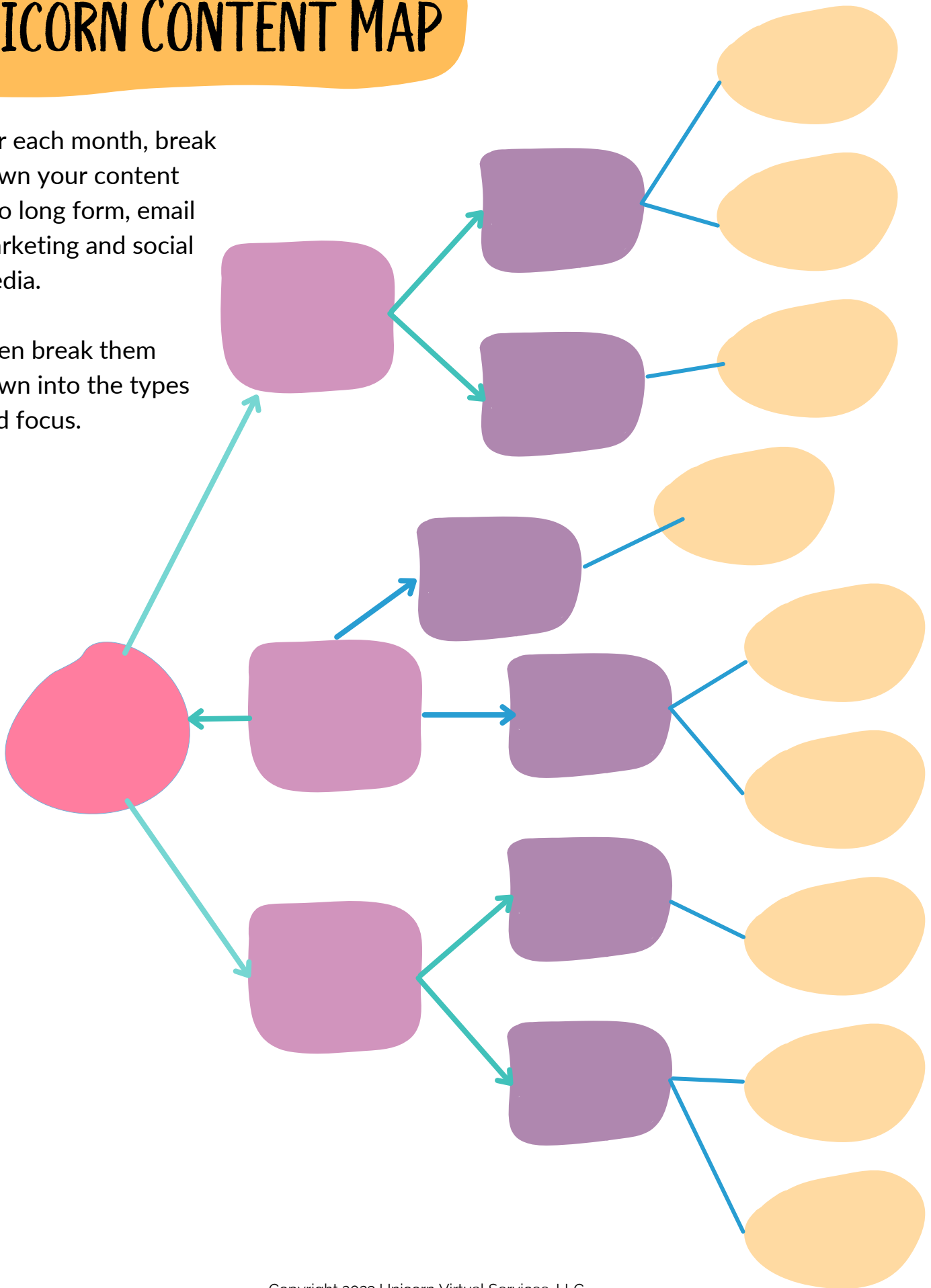
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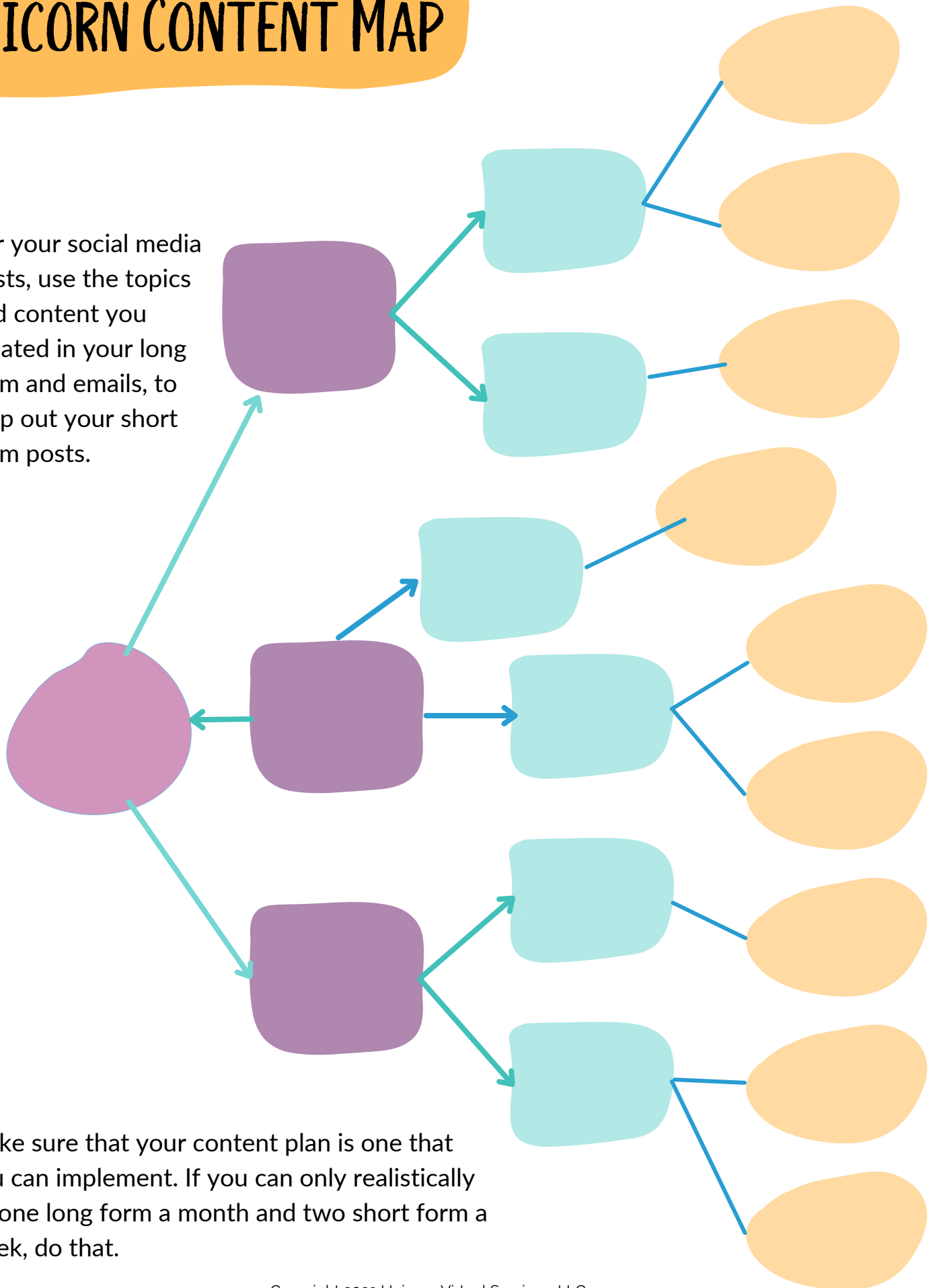
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