

CONCEPTING WORKSHEET

Adapted from *HubSpot.com*

Content Title

Platform(s) **Earned** **Owned**

Target Audience

Keywords

Theme

Format/Type

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blog post	Article or essay	eNews	eBook	Video	Podcast	Info-graphic	Multi-media

Structure

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News/Trends	List	How-to	FAQ	Best of	Q&A	Opinion	Curated

Distribution