

# The SUPER SIMPLE CONTENT MAP

by kapchatfield



*Map out months' worth of content in minutes.*

## KEY QUESTIONS

- What macro content will I create?
- On what channels will I create it?
- How will I re-purpose macro content into micro content?
- How will I distribute that micro content?
- How will I listen to my audience?
- How will I measure my progress? (KPI's)

## MACRO CONTENT

blogs      videos      podcasts      ebooks

## micro content

linkedin      tiktok      pinterest  
instagram      twitter      facebook

The  
**SUPER  
SIMPLE  
CONTENT  
MAP**

**MACRO CONTENT CHANNELS**

**MICRO CONTENT CHANNELS**

**1-3 WAYS TO LEVERAGE MY CORE CHANNELS**

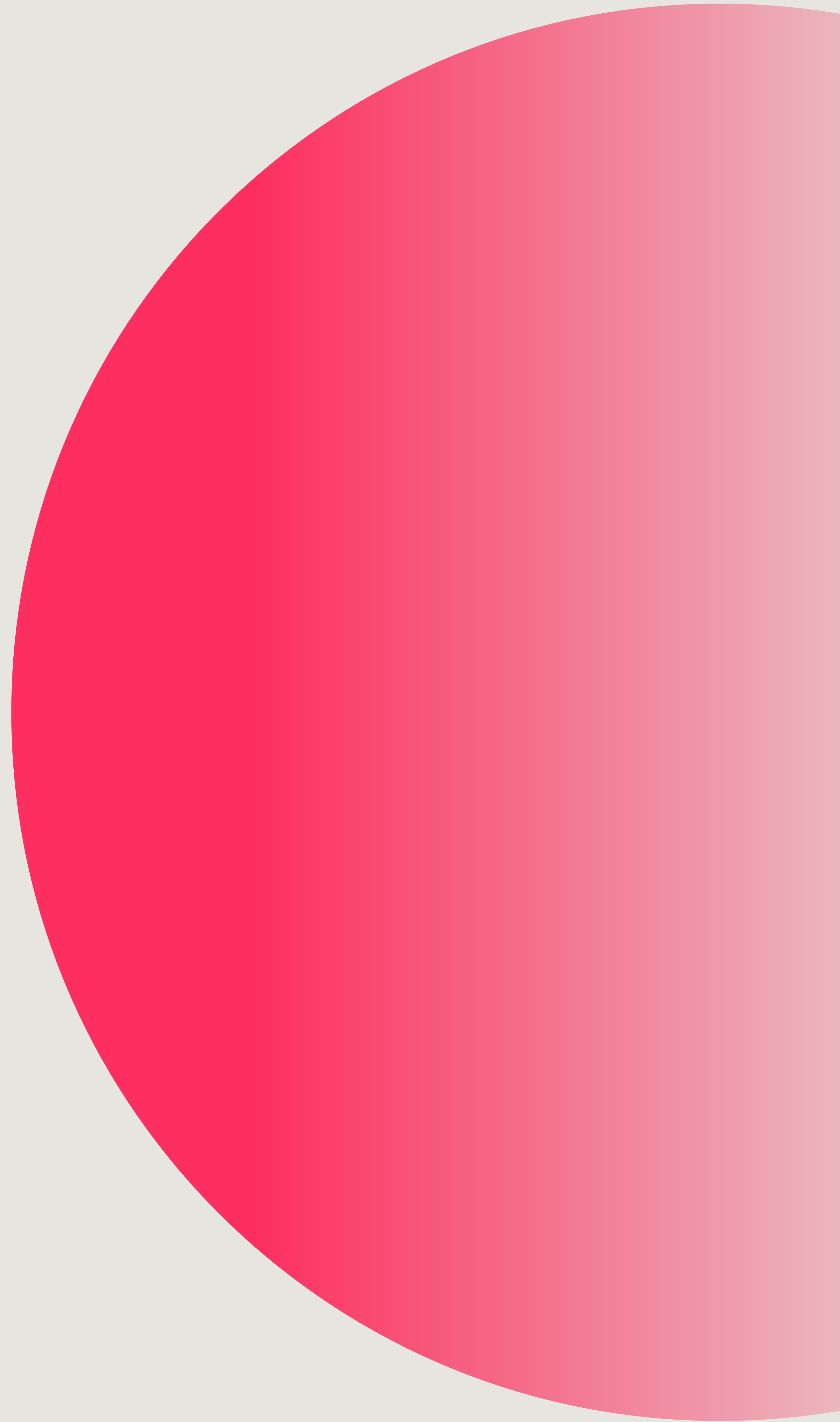
**HOW WILL I LISTEN TO MY AUDIENCE?**

**HOW WILL I MEASURE MY PROGRESS?**

The  
**SUPER  
SIMPLE  
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**KEYWORDS**

**CONTENT IDEAS**



# MACRO CONTENT OUTLINE

**TITLE**

**DESCRIPTION**

**KEYWORDS**

**POINT 1**

**POINT 2**

**POINT 3**

**MICRO 1**

**MICRO 2**

**MICRO 3**