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Content Marketing Plan

1. Define Your Content Mission Statement

Before writing anything, clarify *who* you are serving and *why* your content matters.

- **Target Reader:** Who is your primary reader persona?
- **Content Provided:** What kind of stories, tips, or insights will you provide them?
- **Reader Takeaway:** Why should they care or follow you? (e.g., "To provide a fun escape..." or "To solve their daily challenges in X...")

2. Establish 3 Core Content Pillars

You don't need to post about everything. Select **3 central themes** that perfectly connect your author brand, your book's topic, and what your audience cares about.

- **Pillar 1:** (e.g., *Behind-the-scenes of your writing process, or case studies in your niche*)
- **Pillar 2:** (e.g., *Core themes/tropes from your book, or actionable advice*)
- **Pillar 3:** (e.g., *Lifestyle, favorite reads, or author Q&As*)

3. Choose Your 3 Primary Distribution Channels

Focus is better than spreading yourself too thin across every platform. Pick the top 3 channels where your target readers actually spend their time.

- **Channel 1:** (e.g., *Email Newsletter / List*)
- **Channel 2:** (e.g., *Instagram / Bookstagram*)
- **Channel 3:** (e.g., *Author Website / Blog*)

4. Create a Lead Magnet / "Reader Magnet"

Build an asset your ideal reader gets in exchange for joining your email list.

- **Idea:** What downloadable guide, workbook, or exclusive chapter can you offer?
- **Action:** Draft a quick outline of what this asset will include.

5. Content Repurposing Strategy

You do not need to invent new ideas daily. Use this rule to turn one big idea into multiple pieces of content.

- **Source Content:** One monthly long-form piece (e.g., an in-depth blog post or newsletter).
- **Micro-content:** Break it down into 4 social media posts, 1 short-form video (TikTok/Reels), and 1 quote graphic.

6. Establish Measurable Objectives

How will you define the success of your content?

- **Metric 1:** Email subscriber growth rate
- **Metric 2:** Engagement rate on specific posts (likes, comments, shares)
- **Metric 3:** Conversion rate (clicks to buy your book from your links)

7. Build Your Content Calendar Schedule

Translate your plan into a realistic weekly cadence.

- **Website/Blog:** Publish 1 article every 2 weeks.
- **Email Newsletter:** Send 1 update every month (or 2 weeks).
- **Social Media:** Post 3 times per week.

Creating a Content Marketing Plan using Gemini (Google AI)

To get the most actionable plan, paste your information into Google search using this structure:

- **Step 1: Paste the Reader Persona.** Include their demographics, favorite genres, reading habits, and core motivations.
- **Step 2: Paste the Book Deconstruction.** Include the genre, tropes, central themes, setting, and main conflict or takeaways.
- **Step 3: Paste the Author Profile.** Include your unique background, writing style, personal interests, and comfortable marketing channels.

What You Will Get Back

Once those details are provided, Gemini (Google AI) can help you complete a plan by generating:

- **Custom Content Pillars:** Exact topics that connect your book's themes directly to your readers' interests.
- **Tailored Lead Magnet Ideas:** Specific freebie suggestions (like bonus chapters or checklists) designed to attract your exact audience.
- **Platform-Specific Strategies:** Concrete ideas for the social media platforms where your specific readers spend their time.
- **A 30-Day Content Calendar:** A day-by-day schedule featuring exact post prompts and caption ideas based on your book.