Content Creation Workflow Template by Powerful Marketers

# 📌 Overview

This template helps you structure your content creation process by aligning the 5 workflow stages with the 5 C’s of content creation. Use it to plan, execute, review, and analyze content in a consistent and strategic way.

# 🛠 Content Workflow + 5 C’s Alignment

|  |  |  |  |
| --- | --- | --- | --- |
| Stage | Main Actions | Relevant C's | Tools / Notes |
| 1. Ideation & Research | Identify content needs, trends, and audience pain points. Define goals. | Clarity, Customer-Centricity | Google Trends, SEMrush, AnswerThePublic |
| 2. Planning & Briefing | Write content brief, define roles, set deadlines, align with strategy. | Consistency | Notion, Trello, Editorial Calendars |
| 3. Creation & Production | Write, design, and create the content piece. | Creativity | Google Docs, Canva, Adobe Express |
| 4. Review & Quality Control | Proofread, fact-check, revise for clarity, brand, and SEO. | Credibility | Grammarly, SurferSEO, Kissflow |
| 5. Publishing & Analysis | Publish, promote, track KPIs, repurpose content. | Connection, Conversion | Metricool, Hootsuite, Buffer |

# 📝 Additional Notes

Use this section to note specific deadlines, team member responsibilities, and links to files or assets. Consider making a copy of this template for each new piece of content.