



THE INBOUND MARKETING COMPANY

JANUARY 2018					
Publication Date: Week commencing (Monday)	1-Jan	8-Jan	15-Jan	22-Jan	29-Jan
Events					
Trade shows					
Webinars					
Podcasts					
Premium content					
eBooks					
whitepapers					
Email Marketing					
Blogging					
Status Copywriter, Client, [Agency], Hubspot					
Product					
Campaign					
Persona					
Keyword / topic					
Buyers stage Awareness, Consideration, Decision					
How will this help the buyer persona?					
Title					
Pillar page					
Lead gen page					
Supporting data, resources etc					
Draft due from copywriter to TIMCo	18-Dec	25-Dec	1-Jan	8-Jan	15-Jan
Due to be uploaded to Hubspot	25-Dec	1-Jan	8-Jan	15-Jan	22-Jan