Writerlize.
CONTENT STUDIO

FREE WORKSHEET
ONE PAGE · FILLABLE PDF

B2B SaaS
content strategy template

Connect your business goals to the content your buyers need.

01 Business

Primary business objective

12-month or planning-period target

Content's role in supporting that target

02 Audience

ICP

Primary buyer/user

Other buying stakeholders

Trigger event or core problem

Top objections and decision questions

03 Content

Priority themes

Buying jobs to support

Pillar topics and clusters

Commercial pages needed

Proof assets available or needed

Product education needs

04 Execution

Publishing cadence

Owners

SMEs

Editorial workflow

Approval process

Primary distribution channels

05 Measurement

Visibility KPI

Intent/engagement KPI

Business-impact KPI

Review cadence

HOW TO USE

Download, open in a PDF reader, then click each field. Keep answers brief and save a copy.
For longer notes, use a separate document. You can also print this page and write by hand.