Content Placement Strategy

November 11, 2026
A channel-planning guide for matching content formats to platforms and coordinating cross-channel publication.

What this guide covers

- Consider where different audiences discover and consume content.
- Sequence publication and promotion across channels.
- Set up consistent tracking and periodic channel reviews.

Who this is for

For content strategists and marketers coordinating work across multiple platforms.

Putting the ideas to use

Map one campaign to its intended channels and review whether each format fits its audience and purpose.

Book details

Format: Guide. Pages: 28. Words: 3174.

Download availability: After payment, download the complete ZIP package or the included PDF separately.