

CONTENT STRATEGY CHECKLIST

DEFINE YOUR GOALS

What would you like to accomplish with your content marketing?



IDENTIFY YOUR AUDIENCE



Create Customer Personas
The more you know about your ideal buyer, the more complete your image can be.
Map the Buyer's Journey
First, awareness, then consideration, and then the decision.

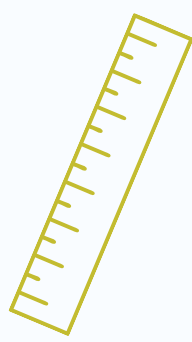
CHECK OUT YOUR COMPETITION

You can take cues from your competition, but always stay true to your brand.



SET MEASURABLE OBJECTIVES

Give yourself stepping stones along the way, and set time limits for reaching these objectives.



IDENTIFY YOUR UNIQUE BRAND VOICE

Every piece of content you distribute should sound exactly like you.



RESEARCH & IDENTIFY KEYWORDS FOR MAXIMUM SEO

How do you expect people to find your brand?



IDENTIFY DISTRIBUTION CHANNELS

Where are you most likely to find your buyers online?



CREATE A CONTENT MAP

Map Out Editorial Calendar
This will help you stay on track with your content so that you don't wake up two months from now and realize you haven't posted anything.



CREATE CONTENT WORKFLOW

Content marketing is more than just the words. Make sure that content reaches your channels.



DISTRIBUTE AND MARKET

Now it's time to make sure the world sees your content.

