CONTENT MARKETING CHECKLIST

Define Content Goals

- [ ] Build brand awareness, generate leads, increase website traffic
- [ ] Set specific goals (e.g., create 4 blog posts per month)

Identify Content Topics and Formats

- [ ] Conduct audience research to determine what topics interest them
- [ ] Develop content in different formats: blog posts, infographics, videos, webinars, case studies
- [ ] Create a content calendar to organize publishing schedules

Create High-Quality Content

- [ ] Write with your audience’s needs in mind (informative, problem-solving)
- [ ] Optimize content with relevant keywords for SEO
- [ ] Use engaging headlines and subheadings
- [ ] Include visuals, data, and examples to support your content

CONTENT MARKETING CHECKLIST

Distribute Content Effectively

- [ ] Share on social media platforms (Facebook, LinkedIn, Twitter)
- [ ] Repurpose content for different channels (e.g., turn a blog post into a video)
- [ ] Email the content to relevant subscribers

Measure Content Performance

- [ ] Use Google Analytics to track page views, bounce rate, and time on page
- [ ] Review social media engagement metrics (likes, shares, comments)
- [ ] Track conversion rates for any lead generation-focused content