

CONTENT MARKETING PUNCH LIST

A step-by-step worksheet for creating amazingly effective content.

STRATEGY

Does the content:

- Align with a business objective (i.e. lead gen or community building)
- Move the audience along the path from awareness to decision
- Have a measurable goal assigned

OPTIMIZATION

Does it include:

- A call to action
- Personalization (if appropriate)
- Metadata, including keywords and tags
- Easy ways to share
- An "ask" to share

CREATION

Is it:

- Crafted around a single topic
- Relevant and timely
- About your customers, not about your product
- In a format that will help you meet your goal (video, ebook, etc.)
- Easy to consume, with "snackable" bites and bullets
- Well written and free of typos
- Well researched, with sources cited
- Well designed and free of clutter

DISTRIBUTION

Did you:

- Give it all the distribution love it deserves
- Create supporting visuals for use in promotion across channels
- Blog about it (preferably twice)
- Share it on Twitter (frequently)
- Share it on Facebook and LinkedIn
- Email it to existing contacts
- Promote it on your website
- Develop a method for capturing leads
- Consider how to repurpose it

**Share the Content
Marketing Punch List.**

Click here to tweet!