

# Content Marketing Strategy Checklist

Ready to blast through all the tasks on your content strategy? Here's your official checklist to ensure nothing slips through the cracks.



## Establish Your KPIs

- Choose which metrics to track
- Incorporate qualitative (subjective measurements) and quantitative KPIs (objective measurements)
- Visualize your goals for the long-hau

## Define Your Audience

- Create buyer personas
- Use your personas to brainstorm relevant topics and content ideas
- Tailor content to different customer journey stages
- Create product-specific content and thought-leadership content

## Map Out Content Creation and Promotion

- Create a content calendar
- Choose your promotion channels
- Decide which content formats to focus on
- Use your brand guidelines to inform content creation
- Schedule regular content audits

## Create Content

- Tell a great story
- Take your time to ensure quality
- Lead with solid hooks
- Incorporate flawless SEO
- Add visual elements like images, videos, and graphics

## Edit and Promote

- Proofread and polish your content
- Create a publishing schedule
- Promote your content on social media and in your newsletter

## Monitor Results

- Check engagement on social media
- Review your Google analytics
- Use tech like [ConversionIQ](#) to leverage results and pivot your strategy

## Schedule Content Audits

- Revisit older content every 6 months to 2 years
- Swap out broken links
- Update statistics and research
- Expand on thin content
- Review tone and language to ensure relevance

## Conduct a Final Review

- Invest in automation tools and resources
- Ensure your whole team is in on your strategy
- Focus on 2-3 content channels
- Publish consistently for best results
- Prioritize quality over quantity