

CONTENT MARKETING CHECKLIST



Utilize Analytics to Identify Target Audience

ANALYZE

Most marketers know that it's a good idea to create buyer personas to learn more about your audience's behaviors. Using Google Analytics will help you figure out what content your audience will love. Use it to discover audience demographics and an overall understanding of your readers. Then you can create a buyer persona to speak directly to your website visitors.



Write Relevant and Actionable Content

ACT

Relevant content is time-sensitive, but you need to know what's going on in your industry so you don't publish your best content on a day in which it will get lost. Also realize that your customers' time is valuable. Create content they can use right away. Give your readers an "easy win" by creating content they can use right away. Break down a larger plan into quick, actionable steps. Once they complete an easy step, they'll feel great, be more likely to move on to the next step, and come back to you for more wins.



Optimize Your Headlines

ENGAGE

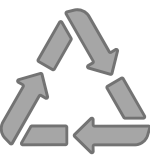
Let's face it. People DO judge a book by its cover. And online, your cover is your headline. Headlines should reach through the screen and grab a potential visitor's attention. If not, you won't get the clicks you deserve. Begin with a search engine optimized headline that cuts through the noise on any platform. If you have used analytics and created a buyer persona, you will be able to develop headlines that will draw your visitors to your content.



Run Tests for Everything

TEST

How do you know if your readers will like long articles or shorter blog posts? Should you include images or not? What types of headlines work? The only way to answer these questions is to run experiments. Whenever you do an A/B test it is important to have an ample sample size. You must also run your test for a specified period in order to get relevant results. Be careful not to make too many changes at once during the testing period, otherwise the results won't be valuable and realistic.



Update and Repurpose Old Content

REPURPOSE

Long form content can be broken down into bite size nuggets and can be spread across all of our platforms. This is a very effective way to maximize use of a single piece of content. Once the large piece of content is created you can edit it and pull out short clips that could be published on Twitter, LinkedIn, etc. This efficiently extends the life of your content and allows for cross-platform usage.