



Maximise Your Opportunities

USE THIS CONTENT MARKETING CHECKLIST TO GET THE MOST OUT OF YOUR CONTENT MARKETING

Define clear goals and objectives

Identify your audience and even the persona of the decision maker

Align your content with the audience's triggers

Pinpoint the content piece to be used at different stages of engagement

Establish how the content will be created

Define how the content will be promoted

Relate each content piece to SEO keywords

Identify which platforms will deliver and create exposure for the content

Determine your picture of success and establish measurement metrics

Describe how your picture of success will help your business achieve its business goals

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Having a plan which includes thinking about what to create and where to promote it with the associated measurement metrics is fundamental to your success.

Keep in mind that . . .



Companies that blog have 97% more inbound links than companies that do not blog.

Source: HubSpot

Companies that have an active blog generate 67% more leads.

Source: InsideView



87% of B2B marketers use social media channels to **share** their content.

Source: Content Marketing Institute



Social media can create significant referral traffic with LinkedIn driving the most referrals to B2B websites.

Source: InsideView



61% of consumers say they **feel** better about and are more likely to **buy** from a company that creates and delivers custom content.

Source: Custom Content Council

If you create content based on this checklist you will be placing your business in a position to out-perform your competitors. I have observed that many businesses do not grasp the power of content marketing. The few that do rarely create content with a plan in place and far too many try to implement their plan without providing resources that will make the plan a success.

A proper plan with proper implementation **cannot** fail. If it fails then it was not a good plan or if it was a good plan then the implementation was not proper.

To learn more about Content Marketing we invite you to use our [Content Marketing Tutorial](#). This link will bring you to the introduction.

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