

STRATEGY CHECKLIST

WHO

☐

We know our 2 priority customers.

☐

Our content marketing is tailored based on what we know about our priority customers.



Notes:

WHAT

☐

We know the MOST important issues between our customer and the purchase.

☐

We know which of these issues we have permission to speak to.



Notes:

WHY

☐

We know which topics are great opportunities for us as a brand.

☐

Our efforts are currently focused on the opportunities instead of 'All the things'.



Notes:

WHERE

☐

We know the best platforms to reach our customer today.

☐

We are consistently present, engaged and networking there.



Notes:

HOW

☐

Given your priority customer, the topic that is being discussed most often, and the platforms the customer spends time in - We know the best format for our content.

☐

We know what resources are required to build the above content.



Notes:



Enilon develops effective 360° digital marketing plans with a powerfully simple model—we are never about the one. We don't rely on a single strategy or a single tactic when planning, executing, or optimizing any part of a 360° digital marketing plan. We think through every piece.

EXECUTION CHECKLIST

CAPABILITIES

☐

We have experience writing and creating content that gets read.

☐

We know how to create something other than a blog post.



Notes:

RESOURCES

☐

We have experienced writers on staff that understand online viewing habits.

☐

We have tools and processes that support creating content consistently.



Notes:

FREQUENCY

☐

We have studied how often we should post content for our industry.

☐

We have a plan or calendar to consistently post and promote.



Notes:

FEEDBACK

☐

We ask our customers what they think of our content.

☐

We take the time to document and work topics from feedback into future execution.



Notes:

PROMOTION CHECKLIST

OWNED - Blog

☐

We have an active blog (1/mo).

☐

We actively promote every post somewhere other than our "Facebook page".



Notes:

OWNED - Social

☐

We have chosen and are using the most relevant social platforms for our customer.

☐

We use a system to regularly interact with other influencers and brands daily/weekly.



Notes:

OWNED - Email

☐

We have an email system in place to gather new people for our list every month.

☐

We have a nurturing process in place with timed content for our priority customer(s).



Notes:

EARNED - Guest Post

☐

We apply for a guest posts regularly at publications that matter to our customer.

☐

We successfully use old guest post to get new opportunities.



Notes:

EARNED - Social Media

☐

We have thought out, relevant conversations with influencers in our industry via social.

☐

We ask influencers to consider our content in future posts or social shares if it makes sense for them.



Notes:

PAID - Recommended Content

☐

We actively promote and prune recommended content campaigns to drive new leads.

☐

We test new publications, vendors and messages to find the best fit for our content.



Notes:

PAID - Sponsored Content Ads

☐

We empower our paid marketing team to advertise our content efforts to specific audiences.

☐

We test subjects, headlines and placement to get the best results for creating new leads.



Notes:

MEASUREMENT CHECKLIST

SETUP

- ☐ We know how to set up Analytics to measure ROI of each content piece.
- ☐ We know how to setup reports that give us insight, not just data.



Notes:

REPORTING

- ☐ We use reporting formats that show how the customer progresses in the journey towards a purchase.
- ☐ We use weekly/monthly reports to make our next content decisions and adjustments.



Notes:

SHORTCUTS

- ☐ We use a dashboard to do a lot of the heavy lifting for us.
- ☐ We have specialized tools or processes to dig into a specific content campaign.



Notes:

AGILITY

- ☐ We are able to change, add and subtract content based on trends and found opportunities quickly.
- ☐ We have writers that can crank out quality content pieces in days not months.



Notes:

ROI

- ☐ We know which content contributes to conversions.



Notes:



Need more on Content Measurement? Check out our guide...



<http://www.enilon.com/blog/2015/10/content-marketing-measurement-from-a-to-z/>