



## Boosting Your Content Promotion Campaign Checklist

### ① Definition of Content Marketing

- **Attract Visitors with:**
  - Blog
  - Creating a list of Keywords
  - Social Media Postings
- **Convert the Leads with:**
  - Forms
  - CTA (Call-to-Action)
  - Landing Pages
- **Close the deal with:**
  - An email
  - Workflow
- **Delight with:**
  - Events
  - Social inbox
  - Content
  - Marketing Magnets

### ② Have you Identified the needs of your target audience?

- Create a survey
- Spy on your competition (A competitive audit)
- Visit niche related forums

### ③ Have I made my site readable?

- Does the content flow well
  - Does your content benefit your reader
    - \* The main topic should be your **first level heading**
    - \* Subtopics should be **heading level two**.
- Use **bold** and *italics*, as you compose drafts in Word or Google Docs, to call attention to a word or sentence.



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**This is heading level 1.**

**This is heading level 2.**

**This is heading level 3.**

**This is heading level 4.**

**This is heading level 5.**

**This is heading level 6.**

④ Do I need to optimize for SEO?

- Yes**, It helps to improve your ranking for certain keywords.
- What are search engines looking for?
- Relevancy
- The quality of your content
- Site speed
- Internal linking