



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.



Boosting Your Content Promotion Campaign Checklist

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