



## 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