

Content Marketing Best Practices Checklist

Identify your target audience

Map the buyer's journey

Build a content strategy

Form a content marketing team

Determine KPIs

Audit existing content

Find content gaps

Repurpose content

Remember SEO

Create different content types

Build backlinks



Content Marketing Best Practices Checklist

- Create templates
- Maintain a content calendar
- Target customer pain points
- Focus on value
- Watch your frequency
- Get permission
- Stay up to date on trends
- Experiment with new channels
- Improve the user experience
- Focus on quality > quantity
- Embrace trends



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Combine content types

Back it up with data

Tie content to specific goals

Use (don't abuse) AI

Collaborate with other teams

Delete old content

Follow the 80/20 content rule

Make content accessible

