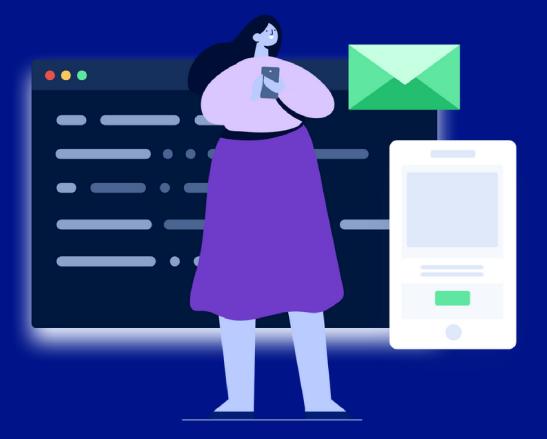
Content Marketing Best Practices Checklist

- D 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





Content Marketing Best Practices Checklist

- Combine content types
- Back it up with data
- Tie content to specific goals
- Use (don't abuse) Al
- Collaborate with other teams
- Delete old content
- Follow the 80/20 content rule
- Make content accessible



