



Creating a content marketing strategy template CHECKLIST

To assist with the creation of a content marketing strategy template for your organisation, Article Writers Australia has prepared an easy checklist to ensure that you have everything covered.

1. Goals

- ☐ Company content marketing goals
- ☐ Mission statement

2. Brand positioning

- ☐ Online brand
- ☐ Competitors' online brand
- ☐ Current environment

3. Measuring results

- ☐ Goals for each platform
- ☐ Ways to measure results

4. Audience

- ☐ Suitable online platforms
- ☐ Suitable types of content
- ☐ Suitable frequency

- ☐ Buyer personas

5. Content

- ☐ Resources available for content production
- ☐ Processes for content production
- ☐ Outsourcing options
- ☐ Amount of content required
- ☐ Distribution
- ☐ Quality control/pre-publishing approvals

If you need any further assistance, one of the content marketing strategists from Article Writers Australia would be happy to help! Simply contact us via our enquiry form on our website - www.articlewriters.com.au/contact/