



radiant
MARKETING

Content Marketing Checklist

THE CONTENT MARKETING STRATEGY CHECKLIST

an awesome guide, for awesome marketers



GET THE BASICS DOWN

WE NEED GREAT CONTENT. IS IT:

- **Findable.** Can the user find the content? (Include links to both your own content and relevant third party content)
- **Readable.** Can the user read the content? Use bullets and numbered lists (we have limited attention spans!)
- **Understandable.** Can they understand it? Reflect that you considered the targeted persona, context, reading level & share old ideas in new ways!
- **Actionable.** What is the goal of the content? Does the reader know what they need to do? Include a call to action (CTA)

CTA Examples: Invite to share link to related content or give a direct summary of what to do

- **Shareable.** Do they care enough to share? Provoke emotional response, give them a reason, ask and make it easy (personalize! add hashtags to tweets, etc.)



CHECK CHECK CHECK IT OFF

YOUR GUIDE, TO CREATING THE MOST ENGAGING, AWESOME, KICK-BUTT CONTENT OF YOUR LIFE

- Eye-catching title.** This is very important as it's the first impression you give and can be used to lure the reader in, while telling them what they can expect to learn from reading your post. Length should be 50-60 characters.
- Keywords.** Always aim to include keywords naturally throughout your content (1 to every 100 words can act as a good guideline). Include in the title, subheaders and throughout the copy.
- Tone.** Blogs are generally more informal than articles, so make sure your tone reflects this & the brand voice guidelines in all published posts.
- Links.** If possible, include external links to other approved sites and sources. Internal links: to offer valuable content/pages on the same site. External links: to approved sources for additional quality information (i.e. studies, reports, infographics, research, etc.)
- Facts & Stats.** Use facts and stats to add value to your statements (site sources).
- Quotes.** Add quotes for inspiration and context where applicable.
- Call to Action. Follow these CTA tips:**
 - BE SPECIFIC. WHAT DO YOU WANT THE READER TO DO?
 - USE WORDS THAT PROVOKE EMOTION OR ENTHUSIASM
 - KEEP IT SHORT AND SWEET
 - GIVE YOUR AUDIENCE A REASON WHY THEY SHOULD TAKE THE DESIRED ACTION - (WHAT'S IN IT FOR THEM?)
 - CREATE A SENSE OF URGENCY
 - TAKE ADVANTAGE OF #FOMO
 - ACTION ORIENTED. START YOUR CTA WITH A VERB LIKE 'DOWNLOAD' OR 'REGISTER', 'GET INSPIRED' OR 'SUBSCRIBE'
- Call to Action.** Follow.



THINK LIKE A GREAT HOST

1. Take your guests on an amazing multi-course journey
2. Think bigger than a single dish
3. Every detail should contribute to overall experience
4. Each guest should walk out the door feeling like they were your first priority and planning for their next visit



THINK LIKE A GREAT CHEF:

- * **GREAT INGREDIENTS**
- * **GREAT SEASONING**
- * **GREAT TECHNIQUE AND PREP**
- * **GREAT PRESENTATION**



BRAND IT UP

THE CONTENT SHOULD DRIP WITH BRANDING.

Brand messaging should:

- Take the audience on a journey
- Focus on the big picture and details
- Ensure every detail contributes to big pictures
- Never leave your audience hanging
- But keep them coming back for more!

Every brand story needs:

- **Great ingredients** - core messaging
- **Great seasoning** - details that fit your unique audience
- **Great techniques and prep** - engaging words and structure

- *Formal or informal? Ready to listen - short attention span? More emotional - or matter of fact? Scan-friendly bullet points or compelling prose?*

- **Great presentation** - the right medium, at the right time

• Short and sweet for social media? An about us page? Story on your blog they can connect with? A targeted page? A response to a Q&A?

- **Your brand story should be audience seasoned:**

- Their values, goals, dreams, passions, impact on their lives and solutions to their problems

- **Your brand story should be laced with stories:**

- Your background, challenges, problems, people, customers, innovations



WRAP IT UP

PUT IT ALL TOGETHER!

The power of stories in your STORYTELLING

Take it to the next level - get them excited about what you do!

What sets chefs apart, is the way they PRESENT things. This isn't dinner - it's art!
What takes a plate from plain - to WOW!?

Your stories set you APART

- The background on you can bring
- Problems only you have solved
- Customers only you have helped
- The challenges only you have overcome
- People only you have brought on board
- Innovations only you dreamed up!

Stories have **POWER**

- Power to prove a point
- Power to boost confidence
- Power to turn **MESSAGING INTO MEANING**
- Power to answer a question
- Power to make a connection

Use a story to:

1. Establish value of new product
2. Add life to your ABOUT ME
3. Start a convo on a FB post
4. Bring purpose to a follow up email
5. Inspire and invite customer testimonials
6. Fill up the other floors after your elevator pitch!

CLICK HERE

TO VISIT OUR WEBSITE FOR MORE GUIDES, TIPS AND MARKETING TRICKS TO HELP YOUR BUSINESS GROW

