



Content Creation Checklist



Your guide to creating stellar
content for your business that
aligns with your goals and
produces measurable results.

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Welcome and Thank You!



Creating content for your business is one of the most fun phases of executing your strategic marketing plan! The content creation process supports your Content Strategy, which supports the Marketing Strategy, which supports the Business Strategy. So, from strategizing to measuring, you'll be well on your way to becoming a Marketing Master PlannerSM.

WHAT EXACTLY IS 'CONTENT'

"Content" can be a big word. It can consist of written words, images, video, or design that communicates your message to a specific audience. It's also a holistic term that can mean marketing content, internal content, compliance or legal content, and more. So this checklist is a form of content, too! But, no matter what content you create, you can think of this as an 'asset' creation process.

WHY CREATE CONTENT

The digital world is growing and getting bigger. With the metaverse making waves, along with the proliferation of NFTs and new networks like Shuffles, BeReal, Discord, Telegram, etc., it can be confusing - and even overwhelming to choose which network makes the most sense for content placement. Not to mention needing to incorporate marketing tactics like SEO, SEM, broadcast, streaming, and print marketing to make your content consumable. But, regardless of your chosen tactics, this is your business story. Tell it well.





PROACTIVE VS. REACTIVE CONTENT

Content should be 70% proactively planned and 30% ad-hoc. This means that most of your content should tell the right story, to the right people, at the right time. The rest can be based on current or viral trends that aren't necessarily planned for but contribute well to your brand story. This checklist can be applied to all types of content.

"Create a definite plan for carrying out your desire and begin at once, whether you're ready or not, to put this plan into action." — Napoleon Hill, author

THIS CHECKLIST IS ONLY THE BEGINNING...

This document will help you streamline an operational process for creating content. However, it's not a substitution for investing in a solid, well-researched strategy. This checklist will help you create a workflow because content creation is a process that never stops. Having a predictable process will leave more brain space open for creative thinking. Enjoy!

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Content Planning *Process*



PHASE ONE: STRATEGIZE

Before all else, you must center this entire process around achieving a specific outcome. This creates a 'bridge' between this content creation process and your marketing and business strategy.

PHASE TWO: CREATE

Next, you'll build and edit the content that speaks directly to your target audience in the format they consume their content. This could be a blog, photo, graphic design, or video content.



PHASE THREE: LAUNCH

You'll outline an optimal publishing schedule for your core content and supporting assets. You'll also coordinate with your internal team to cross-promote to other verticals.

PHASE FOUR: MEASURE

Finally, you'll identify which data to measure, who will analyze it, and how the data will be disseminated and stored for access. Then, you'll repeat the process!



Phase One: *Strategize*



COMMUNICATE TO THE RIGHT PEOPLE

One way to refine how your business 'speaks' to your target is to create an 'avatar' that visualizes your audience. It's much easier to speak to one person than to many people.

Once your basic 'avatar' is clear, you'll need to research where and how they consume media, then identify the size and formats for those avenues.

Next, gather your resources - such as editors, videographers, copywriters, and software- to ensure that all your bases are covered for the content you'll be creating.

Finally, you'll want to audit your ideas and intentions to ensure that the content your team is about to create truly fits your intended goals and KPIs.

ACTION STEPS

- ☐ Set goals and KPIs
- ☐ Create an audience avatar
- ☐ Audience research
- ☐ Industry research
- ☐ Gather resources
- ☐ Brainstorm BIG ideas
- ☐ Pull apart BIG ideas into smaller ones
- ☐ Audit your intentions

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Phase Two: Create



CREATING THE RIGHT CONTENT

Now, it's time to create the assets that will convey your message. Each piece of published content should be optimized for its intended placement.

Ensure you're getting all the essential editorial team members or a key piece of equipment or software, and ensure everyone is on the same page for deadlines.

Also, document your process so that you can refine it for future content creation.

ACTION STEPS

- ☐ Align with content pillar(s)
- ☐ Identify editorial team
- ☐ Create a production schedule
- ☐ Purchase or rent equipment and props (optional)
- ☐ Review content
- ☐ Optimize meta data
- ☐ Document your process

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Phase Three: *Launch*



CONTENT DELIVERED AT THE RIGHT TIME

It's time to deliver your highly strategic and well-developed content to its intended audience. It's showtime!

Suppose your content is part of a series or related to other pieces already in circulation. In that case, you'll want to ensure that you're publishing in optimal order and update existing content assets with any new information you're posting.

Next, inform your internal team and public relations that the piece(s) have been published. This will help create advocates that can answer any questions about the content and also help continue spreading the word about the content.

ACTION STEPS

- ☐ Publish the core piece
- ☐ Activation sequence
- ☐ Organic promotion
- ☐ Communicate to PR
- ☐ Launch internally
- ☐ Paid promotion
- ☐ Communicate to PR
- ☐ Update related content

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Phase Four: *Measure*



USING DATA TO GROW SUCCESS

Once the core piece of content has been released, you'll want to measure all the metrics that will deem this piece of content a success or flop.

First: WHAT are you measuring? Engagement? Clicks? How much does it cost to make that content? These are a few metrics you'll want to consider, but there are plenty more. Be wary of measuring and reporting on 'fluff' metrics, numbers that don't really mean much towards achieving your KPI.

Soon, the data you gather and analyze will tell a story about your content. Therefore, you should optimize your content by repeating this content creation process as you discover new insights.

ACTION STEPS

- ☐ Gather analytics team
- ☐ Decide on consumption metrics
- ☐ Break down costs
- ☐ Export metrics from publishing platform.
- ☐ Gather insights.
- ☐ Optimizations: what can be improved?
- ☐ Survey your audience
- ☐ Re-promote

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I'M CRYSTI COUTURE, OWNER OF REACT REPUBLIC

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