

Implementation Checklist

Content Marketing Checklist Workbook

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STARTUPClub



Prepare

The Main Site

- Select wordpress-based solution
- Install and set up main web site

Add Google Analytics

Add Facebook/Google retargeting codes

The Audience Connection Network

- Review your social and content channel options, then select the ones you will use in your connection network:

Recommended Minimum Social Network Elements:

- Set up your Facebook Profile and fan page
- Set up your Google+ profile and business page
- Set up your Youtube channel

Optional Social Network Elements - only for channels your audience is very active on, and in large numbers:

- Set up LinkedIn profile
- Set up Twitter account
- Set up Pinterest Board
- Set up Instagram Page
- Set up Twitter account

Retargeting

- Create an “all website visitors” Facebook custom audience
- Install Facebook retargeting code on all website(s) and pages
- Create an “all website visitors” Google Adwords remarketing list
- Install Google Adwords remarketing code snippet on all website(s) and pages

Influencer Intelligence

- Create a spreadsheet database to keep your influencer intelligence
- Continuously add influencer profiles to the spreadsheet
- Subscribe to influencer email lists, groups/forums and RSS feeds
- Review influencer communications weekly

Produce

- Select lead magnet and sales campaign that content promotes
- Identify list of relevant influencers for this content
- Select topic that is popular, in-demand and relevant to influencers
- Identify top 3-5 main keywords
- Create content
- Add strategic calls to action throughout the content
- Publish content to your blog
- SEO optimize the blog post

Promote

Day 1 Promotion:

- Confirm that retargeting code is in place
- Announce new blog post on audience connection network
- Send one email to subscriber list
- Social media - as appropriate for the media
- Promote on content network (youtube/podcast)
- Email/call influencers to invite review and request share

Promotion During the Week:

- ❑ Email list on your current broadcast schedule (recommended 2-3x weekly) with different copy to entice a visit to the blog post.
- ❑ Post new teasers daily to social media (as appropriate). Use images and photos liberally.
- ❑ Post new teasers to content media according to your regular release schedule (just focus on the topic of the current blog post, and use a CTA to that blog post).
- ❑ Check in once with key influencers to confirm they received your email, answer any questions, ask for a review, feedback or share.
- ❑ Boost blog post and run ads to promote content. Use retargeting lists when available to target your ads.