



## CHECKLIST:

# Is your Content Marketing Strategy ready?

**This checklist is for marketers who have an existing content strategy. It may have been developed before you started in the business, or you may have developed it yourself.**

Before you move into execution mode, you can avoid the most common content marketing pitfalls by running this quick checklist on your strategy. Our intention is for this checklist to act as a springboard to help you identify any holes in your plan.

Have you clearly defined your **objective**?

Do you know **what you ultimately want your audience to think** and feel about your brand?

Are you clear on your **target audience & personas**?

Have you defined which **channels** you will be using?

Can you specify the **role of each channel**?

Have you defined your order of **priorities / dedication of effort by channel**?

What is your **publishing frequency for each channel**?

Have you identified some **content pillars** that speak to your audience's passion and pain points?

Have you defined the **content themes** that sit under each pillar?

What about your **pillar weightings**? Which pillars will you be giving priority to? (it helps here to assign percentages)

What about **permission to play**? Do you have a clear idea of possible topics and themes that make sense for your brand vs the ones that you want to steer clear of?

Do you have a view of any **hero content initiatives** that will be coming up for the year and that might warrant their own campaign plan or strategy outside of BAU?

Do you have a plan in place to **maximise your investment in content** by repurposing high value assets in other formats? (eg. Translating a blog post into a video)

If you're using social channels, do you have a **community management plan** in place to address how you will respond to and manage the dialogue with your audience?

How will you know if your content is working? Do you have a **regular reporting plan** in place to measure your success and track performance?

Will the content creators executing your strategy be supported with:

- A clear **visual style guide**
- A **tone of voice guide** with examples

## So... How did you do?

Count up your ticks and check your score below.



### 16 ticks

Woah! You're all over it. Kudos.



### 8-15 ticks

You've done most of the heavy lifting, now it's time to refine.



### Less than 8 ticks

You've started thinking, but it sounds like you need to get clearer about what you want from content marketing and how you're going about it.



### 0 ticks

Welcome to your blank canvas.

## At BlueMelon we believe that beautiful content really matters.

Not just pretty to look at content - but strategic, creative, powerful and purposeful content. And your content strategy is the first step. So if you'd like some help creating a kickass content strategy, reach out for a complimentary 15 minute content opportunity assessment.

**We'd love to help you.**



[Click here](#) for more tips on how to get the most out of your Content Marketing Strategy. Got any questions? [#letsconnect](#)

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