

Content Planning Checklist

Your first step in the right direction to creating high caliber content.



Having enough content is by far *one of the biggest challenges* that our clients have. In today's marketing environment where the buyer is in charge, content is a must-have for consistent lead generation and nurturing.

Ideally, this is based on a solid understanding of *the buyer journey & buyer personas* so that your content and messaging resonate with your audience. Without this, even the most finely crafted Marketo programs will fail to deliver results.

1 Ask YOURSELF a few things.

You may want to ask yourself a few questions in the process of getting your content planned. If the answer to these questions isn't "Yes, of course!" then you'll need to make progress in this area or risk limiting your long-term marketing success.

- Do you have a defined content calendar?
- Do you have content for each stage of the buying process by persona?
- Can you translate your product/service into an ROI message for the buyer?
- Do you know the buyer's decision making process?
- Do you know what the entire buying committee looks like?
- Have you spoken directly to your clients per product you sell?

2 What does YOUR BUSINESS want?

Every organization has monthly, quarter, and yearly KPIs and goals. Are you aware of yours? As you plan for your content, it's absolutely crucial to find the answers to these critical business questions.

- At a high level, what is the business looking to achieve over the next quarter? How about over the next 6 -12 months?
- Do the goals of marketing and sales align? If not, where are the gaps?
- What are the current goals of the marketing department?
- What is your companies biggest area of opportunity in content?
- What are the current goals of the sales department?

3 What do YOUR BUYERS want?

Ultimately, the content you produce needs to interest and entice your buyers. It needs to be relevant to them, their needs and pain points as well as explain how your service/product is a solution for that pain. If you already have defined buyer personas, you may not need to go through this step, but it doesn't hurt to keep asking for more of that sweet, sweet buyer data!

- At a high level, how many different types of buyers do you have?
- What channels are your buyers frequenting?
- What type of content do each of your buyers gravitate toward?
- How can content help attain new customers?
- What are each of your buyers greatest pain points?
- How can content help retain current customers?
- Do you understand the goals of each of your buyers? How do those buyers' goals align with your service offerings?

4 What's in your content arsenal?

Even if you don't have a ton of content to your disposal, you likely have some whitepapers and blogs laying around, right?

- What is your highest performing channel? (e.g. social, email, direct, mail, blog, etc...)
- Do you put any content behind a gate?
- What **current content** has the *most* engagement?
- Do you have any content defined by areas of the funnel? If yes, are they still relevant?
- What **current content** has the *least* engagement?
- What are the top 5 pieces of downloaded or viewed content in your current arsenal? (e.g. whitepaper, infographic, blog, ebooks, etc...)
- Which of your **social platforms** have the *most* engagement?
- What **social platforms** have the *least* engagement?
- Why do you think that content is so successful?

5 Who's on the team to help?

You can't go at it all alone my friend! You'll need a team of experts to help you really get the right content created for your channel-specific marketing campaigns. The big question here is, *who's your team?*

- Who should be involved in **planning** your content?
- Which **customers** can you test content with or bounce ideas of?
- Who should be involved in **creating** the content?
- Who are **partners** who you can create co-branded content with?
- Are you looking to leverage in-house content creators and/or external content creators?
- Who are your known in-house Subject Matter Experts (SMEs) on your products and services?

And that's just the tip if the iceberg.

In content planning you need to get your teams together, dig through the past and plan for the future. Here's a great start to an exciting journey ahead.

Who is LeadMD

LeadMD is a different kind of full service digital marketing agency. As the ultimate extension of your team, we help you optimize and launch full-scale marketing campaigns and initiatives.

Our pack of Marketo Certified Experts is chock full of Salesforce ninjas, Marketo gurus, design superstars, social and content specialists, web developers and more.

We are proud to be Marketo's first Strategic Services Partner. With over 2,900 Marketo instances serviced, LeadMD is well-equipped to help you reach this year's marketing goals and beyond.

Continue the learning

In addition to the services we offer, LeadMD invites you to learn Marketo, CRM and marketing best practices with our on-demand learning series, leadmd.com/marketplace.