



GOING DIGITAL[®]

THE ULTIMATE 10-POINTS CONTENT MARKETING CHECKLIST



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Welcome!

Congratulations, if you have read our crisp eBook of 5 simple steps for successful digital marketing covering foundational steps for digital marketing, then this will take you to the next step.

If you have not yet read the above foundational eBook, then here is the Free [download](#).

We've put together a comprehensive checklist to help you plan, execute, and measure your next content strategy.

Written by [Sandeep Raut](#), who is a top 10 global thought leader and influencer on Digital Transformation, with over 33 years of IT strategy, consulting & delivery experience.

What is Content Marketing?

Content marketing is a form of marketing that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

Content marketing's purpose is to attract and retain customers by creating and curating relevant and valuable content. That content can take many forms, including blog posts, ebooks, infographics, webinars, and more.

Are you looking to improve your content marketing?

This comprehensive checklist covers all the essential points you need to keep in mind to create high-quality, effective content that will help you achieve your business goals.

1. Define your goals.

Before you can create content that will resonate with your target audience, you need to first define your goals. What are you hoping to achieve with your content marketing?



Are you looking to increase brand awareness? Generate leads? Drive traffic to your website? Convert prospects into customers? No matter what your desired outcome is, your content

needs to be aligned with your goals.

Creating great content is only half the battle – you also need to make sure that your target audience will see it. Once you have a clear understanding of your goals, you can tailor your content accordingly.

2. Know your audience.

What type of content will interest and engage your target audience?

Write with your audience in mind, and keep them updated on your latest articles, offers, and products.

Ask these questions to know your target audience:

- What is their age range?

- What is their income range?
- What is their location?
- What is their occupation?
- What is their education level?
- What is their greatest desire?
- What is their problem area?

By creating content that is tailored to your target audience, you'll be able to better engage with them and build a strong relationship with your audience.

3. Find your niche.

What makes your content unique? Why should people read your content over others?

If you can answer these questions, you will be well on your way to finding your niche and creating content that appeals to your target audience.

Keep in mind that originality is key – if you can offer something that no one else can, you're more likely to succeed. Find your niche and focus on writing informative, original content that will appeal to your target audience.

4. Write compelling headlines.

A great headline is essential to getting people to read your content.

Your headlines should be:

- Concise: Keep your headlines short and to the point.
- Compelling: Use strong words that make people want to click on your content. Especially Emotional, Power words make a lot of sense to make an impact.
- Keyword-rich: Use keywords that people are searching for to help your content get found online.

5. Structure your content.

When it comes to structuring your content, there are a few things to keep in mind.

First, use headlines, subheadings, and bullet points to break up your text and make it easier to read.

Second, keep your paragraphs short and to the point.

And finally, make sure your content is organized in a way that makes sense and is easy to follow.

6. Use imagery.

Images are a powerful way to engage your audience and make your content more memorable.

People are visual creatures, so incorporating images, infographics, and videos into your content can help engage your audience and make your content more memorable.

Including images in your content also allows you to break up long paragraphs of text and add some visual interest. If you have a lot of information to convey, consider using an infographic to distill the most important points into a visually-appealing format.

7. Be consistent.

Consistency is key when it comes to content marketing. Post new content regularly, and stick to a specific schedule so your audience knows when to expect new content from you.

This can help you build a loyal following of readers who are interested in what you have to say.

8. Promote your content.

Don't just publish your content and hope people will find it – promote it! Share your content on social media, in email newsletters, and on your website to help increase its reach.

By promoting your content, you can reach a larger audience and ensure that people are reading what you've written.



9. Analyze your results.

Content marketing is not a one-time effort. To be successful, you need to continually monitor your results and adapt your strategy accordingly.

Use analytics tools to track how much traffic your content is getting, and where that traffic is coming from. This will help you to see what is working and what is not so that you can make the necessary changes to your strategy.

Here are some of the tools that can help you with content marketing:

- SEMRUSH – for topic and keyword research, content audits, content creation and more.
- Ahrefs – an alternative to SEMRUSH
- Google Analytics – for monitoring the performance of your website content
- Google Search Console – for monitoring page errors, queries & the Google rankings of your content
- Google Trends – for topic research
- Google keyword tool – for keyword research
- Google Data Studio – for reporting and analysis
- Grammarly – for improving the grammar and spelling of your text content

10. Keep improving.

As a content marketer, it's important to stay up-to-date on the latest trends and best practices.

Learning and evolving are key to ensuring that your content marketing efforts are successful. There are many resources available to help you stay informed, including trade publications, blogs, and webinars.

Make sure to take advantage of these resources and continuously strive to improve your content marketing skills.

Content marketing is a marathon, not a sprint. It takes time and effort to create high-quality content that resonates with your audience. But if you're consistent and persistent, you can build a successful content marketing program that will help you achieve your business goals.

Join our [**Content Marketing Bootcamp**](#) for more advanced steps.