Content Marketing & the Social Process



Analyze & Observe

- [ ] Analyze current efforts
- [ ] Size up competition
- [ ] Observe social climate
- [ ] Determine gaps

Build Your Online Community

- [ ] Analyze target audience & thought leaders
- [ ] Determine social spaces, where there is activity
- [ ] Follow, read & engage on appropriate social media outlets

Develop Your Strategy & Calendar

- [ ] Define goals & action items
- [ ] Select appropriate social media Outlets for target & strategy development
- [ ] Create & align calendar with all efforts
- [ ] Determine tools & method of measurement

Create the Value

- [ ] Blog posts
- [ ] Videos
- [ ] Photo albums
- [ ] Infographics
- [ ] Etc.

Get the Word Out

- [ ] Website/Blog
- [ ] Facebook
- [ ] Twitter
- [ ] LinkedIn
- [ ] YouTube
- [ ] Google +
- [ ] Email marketing
- [ ] Etc.

Monitor & Engage

- [ ] Monitor Online community
- [ ] Join discussions
- [ ] Respond & engage

Measure & Analyze

- [ ] Review metrics
- [ ] Analyze data
- [ ] Make improvements

Rinse & Repeat

- [ ] Try a new strategy
- [ ] Repeat process

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