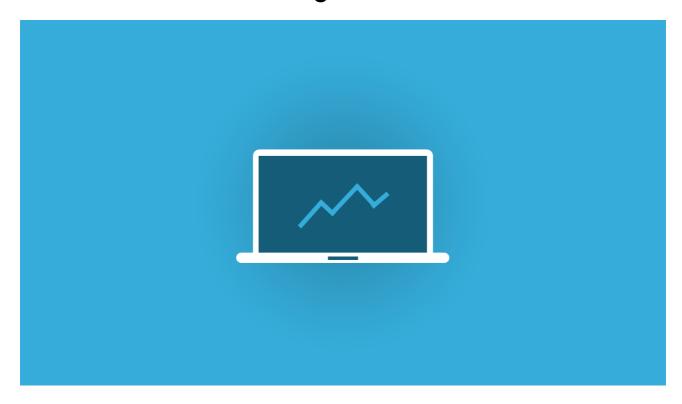
Content Marketing & the Social Process



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	Make and Share Free Checklists checkli.com

