

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

