

The Content Marketing Marathon



Set Your Goals [START]

- ☐ Most marathon runners have a coach and a strategy - a reason for running, a plan and metrics for success. Catch up with the 43% of companies that have a content executive in place.

Training

- ☐ Runners spend months training- you'll need to do the same. Pick your topic, listen to your customers' needs and establish an editorial calendar.

Your Fans

- ☐ Supporters are what keep marathon runners going. Your supporters are your internal and external content marketing teams.

The Right Tools

- ☐ Runners use sneakers and stop watches to help them cross the finish line. Use content marketing specific technology such as a curation platform.

Pace Yourself

- ☐ Make the most out each mile you run. In other words, get the most mileage out of a great piece of content before moving on to the next piece.

Drink Plenty of Water

- ☐ Keep a consistent flow of content by using curation. Content curation supports your cration strategy just like water fuels marathan runners.

Encourage other Runners [Finish]

- ☐ Being a team player is a major part of a marathon. When you help out others and help you, they can win.

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