

# Creating Great Content

## Our "Get Started" Checklist



### 1 Strategy: What's your primary goal?

Start by finding out what your marketing plan needs to deliver and where content fits in. Think about how you will know whether your content marketing was successful or not.

- Get your name out there
- Generate sales leads
- Retain existing clients
- Get people to your site
- Convert leads into clients
- Upsell existing clients



### 2 Ideas: What's your primary goal?

Start by investigating what it is your prospects & clients want to hear about. Think about collecting their wants from staff, surveys, social media, competitors, etc.

- Solutions to problems
- Info for knowledge gaps
- Info for research
- Content to be entertained
- Instructions for new skills
- Info to be persuaded



**TIP**

Look for patterns in conversations that come up time & time again.



### 3 Building: How do you start creating?

Start by brainstorming about how to address what your target market wants. Think about what questions your business/industry is routinely being asked about.

- Brainstorm
- Draft
- Have you addressed Step 27
- Research
- Incorporate feedback
- Have a peer edit



**TIP**

Build content as if you're sharing information with a close friend.



### 4 Assessing: Is it good content?

Start by having rounds of editing, then post it in select places. Observe. Then go big! Think about the feedback you receive each stage and update your content accordingly.

- Check readability
- Check formatting & grammar
- Write with brand personality
- Include keywords
- Publish: soft launch
- Publish: hard launch
- What are people saying?



**TIP**

Check that you'r writing in a similar style, language as your target market.



### 4 Sharing: How are you marketing it?

Start by knowing the behaviours of your target market, and where they get their info. Think about where you can share your content to get it in front of those people.

- Website
- Digital Advertising
- Public Relations (PR)
- Social: Organic & Paid
- Mail, Email, SMS
- Whitepapers, Webinars
- Audio Podcasts
- Marketing Collateral
- Support Center



### 5 Evaluate: How is it performing?

Start by setting up your measurements early and how you determine success. Think about where your metrics are: Google webtools, forms, sales tracking, etc.

- Brand Awareness
- Revenue
- Referrals/leads
- Client Loyalty
- SFO Rankings
- New Clients
- Earned Media
- Client Engagement



### 6 Evolve: Can you make it better?

Start by reviewing internal & external feedback, performance and business goals. When content is working, think of ways to grow it, even into new formats or visuals.

- Expand topic
- Edit
- More marketing channels
- Additional formats

Start  
Creating Great  
Content Today

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