



CONTENT MARKETING

CONTENT MARKETING CHECKLIST

A solid **Content Marketing** plan will support your SEO strategy and help to maximize revenue from digital marketing efforts.

Contact Pam Turner at pturner@thewritehook.net for a free digital marketing consultation.



4-10 blogs - new or repurposed, with at least 4 focused on the quarterly goal.



1-3 case studies, infographics, and/or checklists.



1 white paper, digital newsletter, or email.



Social media marketing calendar populated with post content featuring the SEO profile.



List of companies to engage with on social media channels.



Additional supporting content such as digital ad copy, website content or press release content.

