|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Goal(s)** | **Description** | **Comments** | On Target | Unclear | Off Target | Not Mentioned |
| **Content Mission Statement** | Explaining in a few sentences what is being accomplished with each piece of content that’s created.  |  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Buyer Persona** | Who is the audience that is being targeted |  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Buyer’s Journey** | How was the buyer persona’s buyer’s journey explained or positioned  |  | [ ]  | [ ]  | [ ]  | [ ]  |
| **CHALLENGES** |
| **Content Audit** | What was found during the content audit? Any gaps, not enough content, too much content? |  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Pre Course Challenges** | Problems or questions that they had before attending Inbound Content course.  |  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Extra notes:** |
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| --- | --- | --- | --- | --- | --- | --- |
| **Goal(s)** | **Description** | **Comments** | On Target | Unclear | Off Target | Not Mentioned |

**TACTICS** |
| **Content Creation Ideas** | Pieces of content that are to be created following best practices (buyer’s journey and buyer personas) |  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Repurposing Content** | How can content be repurposed for the buyer persona? |  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Content Promotion** | How will content continuously be promoted? |  | [ ]  | [ ]  | [ ]  | [ ]  |
| **Extra Notes:** |