

ASSESS YOUR CONTENT MARKETING



The most important thing your content can do for you in marketing is deliver and nurture the leads you need. That's why it's so important to make sure your content strategy checks all the boxes.

1 Make sure you have what you need:

- Do you have content pieces on your website, such as whitepapers and ebooks, that are gated behind forms?
- Do you have lighter content pieces on your website, such as infographics and case studies, that are ungated for visitors to download?
- Does your content go beyond the written word and expand across multiple media types? Think videos, social media creative and even podcasts!

2 Know who you're talking to:

- Do you have established buyer personas for your marketing and sales efforts?
- Do you produce content pieces and promotional messages that are specific to each of your buyer personas?
- Does your website explain your value proposition and how you make life easier for your customers?
- Are you using testimonials to prove that value?

3 Map your buyers' journey through your content:

- Do you have content pieces that serve the awareness stage, to help educate your buyer about their problem or challenge?
- Do you have content pieces that serve the consideration stage, to help your buyer define what their specific challenge is and how they can solve it?
- Do you have content pieces that serve the decision stage, to help your buyer decide on a solution strategy (and hopefully, partner with you)?

4 Define a strategy for how to use your content:

- Do you have a plan for regularly promoting your content across different channels, such as through email or social media posts?
- Do you have a lead generation strategy in place?
- Do you have a way of tracking lead generation and nurturing for each content campaign?
- Do you regularly revisit and optimize your content strategy based on your analytics?

If you have any gaps in your content marketing strategy, All Around Creative can help. [Contact us](#) to schedule an audit of your existing content.