WebFX

Content Marketing:
Pre-Content Creation Checklist

1. Identify your target audience and what they need

- [ ] Compile traits of your audience including demographics, occupation, interests, etc
- [ ] Create buyer personas to tailor content to your audience's preferences and requirements
- [ ] Understand audience needs to create valuable and engaging content

2. Determine who's working on different aspects of your campaign

- [ ] Assign specific roles within your marketing team for different content creation tasks
- [ ] Set predetermined roles to streamline the content creation process and ensure organization
- [ ] Assign topics to team members based on expertise and interest to enhance content quality

3. Make sure your site is in top performance shape

- [ ] Optimize site speed using tools like Google PageSpeed Insights
- [ ] Implement responsive design for mobile-friendliness
- [ ] Ensure your website is optimized for search engines to improve visibility and user experience

For more information, visit **https://www.webfx.com/blog/marketing/content-marketing-checklist/**