KICK-A$$

CONTENT MARKETING

CHECKLIST

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Checklist:

Main Content Marketing Objective:_____.

Top (2) Content Marketing Formats:_____.

Content Creation Budget:

Budget For Content:_____.

Budget for Promotions:_____.

Sales Funnel:

Short-Form (Free) Lead-Magnet:_____.

Mid-Form (Small Offer):_____.

Long-Form (Main Offer):_____.

Promotional Channels:

Best Free-Promotion Platform:_____.

Best Paid-Promotion Platform:_____.

Monitoring Vs. Measuring KPIs

KPIs to Monitor:_____.

KPIs to Measure:_____.

The Plan

Consumer Message:_____

_____.

Buyer Persona:_____.

Target Keywords:_____.

Content Types/Platforms:_____.

Posting Frequency:_____.

(Teams Only) Delegations:_____

_____.

Intro

First of all, I want to give you a huge thanks for nabbing the book and downloading this checklist! I really hope that the information and tools herein will help you keep along or better map out your own content marketing journey!

Ultimately, this checklist is going to do a few things for you:

- This checklist will help you better understand what goes into creating a content strategy, complete with worksheets, ideas, and fill-in-the-blank areas that you can use to develop your own S.M.A.R.T. goals!

- This checklist will better help you define your own content objectives with clarity and ease!

- This checklist will help you better construct a funnel that works best for you, and offer information as to the various pieces (and prices) of your offers at the differing levels of said funnel!

- This checklist will help you map out your own content strategy and timeline!

- So much more!

Ultimately, this handy dandy checklist will help you better keep along with the book, or, if you are already done with the book, it will give you a solid structure upon which to imprint the ideas that you have for your brand as a result!

This list is supposed to be a medium through which the ideas you gather in the book can come across and make a difference to your workflow in the real world, and ultimately, you can become a content marketing force for your organization and brand!

So, without further ado, let's dive into this checklist and make some Kick-*ss content!

Should You Consider Content Marketing?

Remember, despite the magical appearance and (usually) amazing utility of content marketing, it is true that not every brand will be able to use it to the most of its inherent potential.

Content marketing helps a lot of people, but, by its nature, it CAN'T help an organization that can't scale to reach customers outside of a tight vicinity.

You must be ready to make the long trek towards organic and natural growth if you wish to utilize content marketing to the most of its abilities. And to do that, you must be willing to scale alongside it.

Content marketing is naturally a far-reaching process.

By posting content on the web, you are potentially gathering exposure from nearly everywhere in the world that has access to that internet connection.

This means that providing goods and services only locally will make inefficient use of your content marketing outreach, and therefore, shouldn't be used unless you plan to scale.

One of the only other suggestions to keep in mind is whether you decide to employ content marketing as a quick fix for cash (which, as we know, it ISN'T).

All in all, take into consideration whether your organization or brand is in the position to scale and meet the needs/demand that content marketing will eventually bring.

Just remember that, unless you plan on actually *spending* money to promote your content in the short term, then you won't see much return in the beginning of your strategy.

This section was similar to the book, but it's important to note this before you go any further! Pretty soon I'll be giving you worksheets and more!

Objectives?

See! I told you I'd be giving you worksheets pretty soon! Below is a list of objectives from the book that make up the majority of objectives that brands use for content marketing purposes.

Common Content Objectives:

- Customer Experience
- Revenue Generation
- Innovation
- # Sales
- Creating a Community
- Driving Traffic
- Authority/Personal Branding

The book does a good job of explaining which ones may be useful to you, but here you will choose them and start making up some S.M.A.R.T. goals!

Here is the S.M.A.R.T. goal framework!

S.M.A.R.T. Goals

Print out this page to fill in as many smart goals as you'd like!

SMART Goal Worksheet

Today's Date: _____ Target Date: _____ Start Date: _____

Date Achieved: _____

Goal: _____

Verify that your goal is SMART

Specific: *What exactly will you accomplish?*

_____

_____

_____

Measurable: *How will you know when you have reached this goal?*

_____

_____

_____

Achievable: *Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve this goal? If not, how will you get them?*

_____

_____

_____

Relevant: *Why is this goal significant to your life?*

_____

_____

_____

Timely: *When will you achieve this goal?*

_____

_____

_____

Content Formats

Now, choose which content formats you are going to use to get you where you want to be!

- Blogs

Pros	Cons
Simple	Updating
Onboard SEO Depth	Time-Consuming
Great Outreach	Slow Start-Up
Low-Cost	High Competition
Written Archives	Technical Issues

- Podcasts

Pros	Cons
Exclusive Attention	Higher Initial Investment (than blogs)
Less Competition	Requires Technical Knowledge
Dedicated Listener Base	Often requires Promotions
More Personable	Larger File Sizes

- Videos

Pros	Cons
Most Engaging	Most Expensive
More “Shareable”	High Technical Knowledge
Higher Conversion	Hardware Limitations (largest files)
Easily Repurposed	Low Quality Harms Reputation

- Images/Infographics

Pros	Cons
Great Additives to other Content	Often Not Stand-Alone
Visually Appealing	Not as Info-Rich
Relatively Quick/Easy	Not As Personable

Free Stock Photos	Stock images may seem inauthentic

- Email/Copywriting

Pros	**Cons**
Direct to Consumer	Design Inconsistency
Cost-Effective	Potential Size Issues
Directly Measurable	Perception of "Spam"
Personable Copy/Excellent Results	Bad Copy/Bad Results

These characteristics prove to be the most common advantages and disadvantages of these content formats.

As you consider these things, keep in mind the nature of your product and whether you can benefit from a more personable approach that makes consumers more willing to spend larger amounts of money (such as video) or whether you need to focus on consistent and inexpensive outreach (blogs/emails).

If there was a one-size-fits-all, that would be awesome! But, unfortunately, you will have to choose the formats that you feel best suit your audience and your needs as a marketer with a set budget and brand reputation to uphold!

Content Budget?

Once again, I am saddened by the fact that I can't provide everyone a perfect solution for them while I am forced to speak in generalities, but what I *DO* know is that content marketing will eventually pay for itself in compounded returns.

The question is, how do you get to that point more quickly? To which the answer is: By promoting content to build an audience.

Therefore, your promotional costs should at least provide you enough ROI to sustain your overall content strategy in the short term. At least, that's the goal.

Consider which content you can make yourself, and which content you can outsource (if any).

Personally, I am a proponent that you attempt to become knowledgeable and skilled in all content creation, writing, filming, photos, and more. However, I also know how unrealistic that may be when you are given a timeframe.

Therefore, what I will do is help you better map out your budget into workable chunks with some fill in the blank considerations specific to your business.

Here's what I say in my book: Generally, content creation of most kinds falls in the realm of between $500 and $10,000 dollars.

That is to say, quality photographers are on the low end for short-form content ($500 for a set of photos), and long-form or specialized content (like promo videos/copy) can vary in price, usually not far short of $5-$10,000.

ROUGH Outsourcing Content Costs:
(500-word Blog Post: $0-$1,500)
(Podcasting: $500-$1,000/month + Time)
(Corporate-Grade Videos: $1,000 - $10,000/Video)
(Corporate-Grade Photos: $500 - $2,500/Set/Event)
(Note: infographics can be outsourced for (usually) less than one thousand)
(Sales Copy: a couple hundred up to $2,000/email)

Depending on your needs and your ability to produce content on your own, this is a huge consideration.

Here's are some important questions to ask before you begin to set a budget for content creation.

1. What is the projected ROI for each from of content for your brand?

Remember, different content behaves differently for different brands. Videos may work best for one brand and photos for another. Consider your product/service, the "look" you're going for, and what your audience consumes!

2. How many "touches" before your consumers buy?

Obviously, the more content you need to put out before a buy-decision is reached, the more expensive the overall cost will be. Will the ROI cover those costs given the number of "touches" that are needed?

3. What are your content creation "operating" costs?

Without at least covering the cost of promotion, content creation, and time (salary), you will be losing money in the short term. Whether that is ok for you, given the long-term benefits of content marketing, will depend on your comfortability with risk, consistency of other revenue streams, and the longevity of your contingency funds.

Let's dive into the specifics for your organization!

List the content formats that work best for you:_____.

Map out how many of each is projected to convert at your target rate (mine, 2% of outreach): (e.g. 2 videos, 3 photos, and 1 email are needed for 2% conversion rate)

Multiply by respective prices (I make my own so, $0, but for example, $4000 for videos, $250 for Photos, and $500 for email copy.)

Total Content Production Costs: $4,750 for estimated 2% conversion

Calculated Average $ per sale = $1,000

Therefore, Average Revenue Per lead = ($1,000(2%)) = $20

Therefore, minimum outreach required before BEP (break-even-point) = $4,750/$20 = 237.5 leads.

Cost of achieving this amount of leads depends on various online promotion rates, which can then be added to re-calculate your BEP.

This is all for the sake of example of course, but you can see how to map out an effective budget and content for your organization in this way!

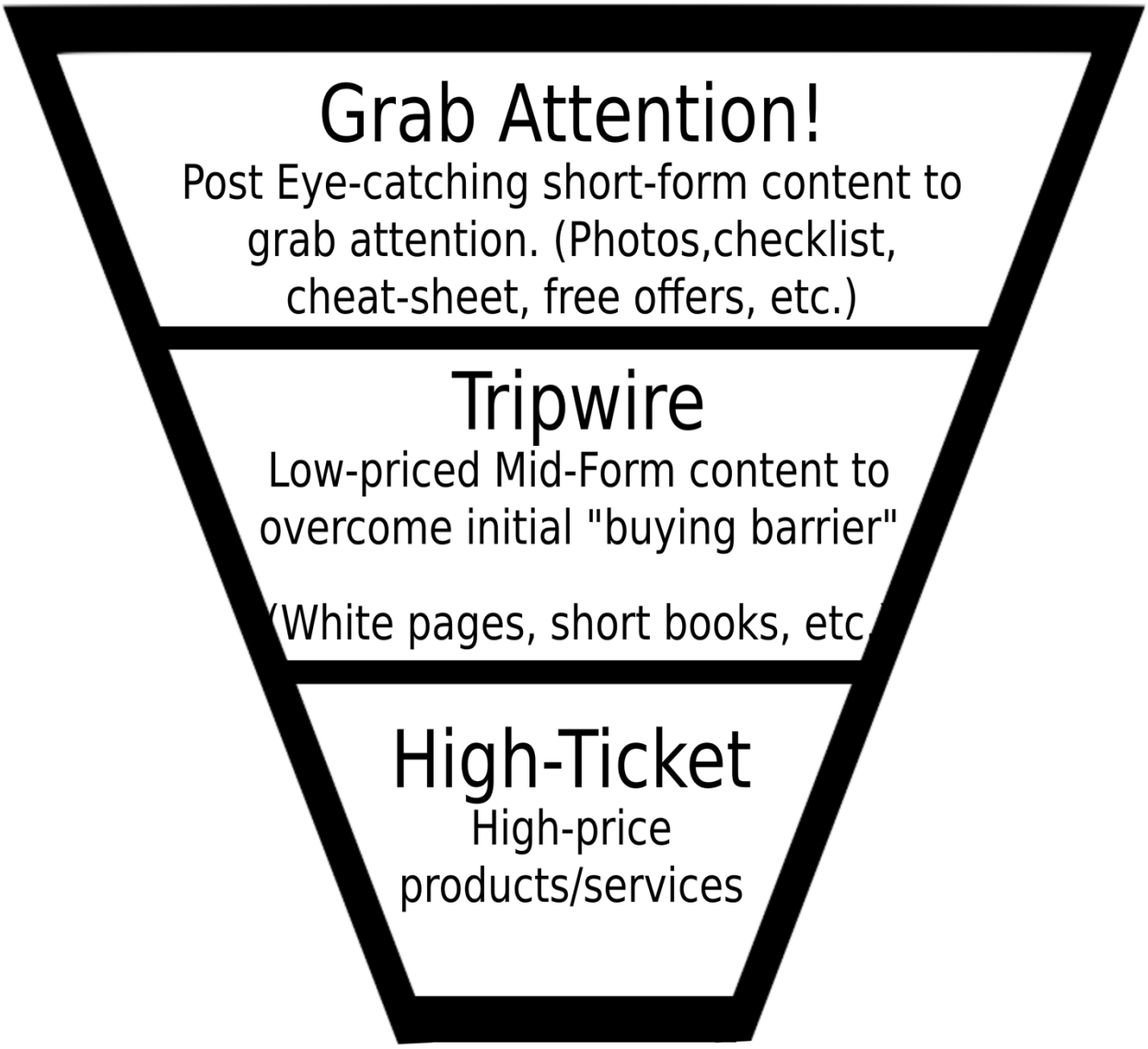
(Note: this doesn't account for time (hourly/salary) of uploading content/editing, and more)

Hopefully this wasn't too confusing! I tried to keep as few moving parts as possible to make it simple to follow along! As always, if you have any questions, send me a message on austindenison.com!

After the calculations are done, you'll have your budget!

Sales Funnel Design

The following is an easy-to-use graphic of how to allocate content to your sales funnel!



Fill in the following to get an idea of what YOUR content funnel will look like! Content formats will be the methods (photos, videos, blogs, etc.) that you will

present to them. Content offers are going to be the value that must be communicated that the consumer GETS if they engage with the content.

Grab Attention: How are you going to induce awareness and desire?

Content Formats:_____

Content Offers (Usually free):_____

Tripwire: How are you going to get them past the first initial "buy-decision?"

(Note: once a consumer purchases even a small amount, they become much more likely to purchase larger amounts in the future.)

Content Formats:_____

Content Offers:_____

High-Ticket: How will you present your "grand-slam" of value to them?

Content Formats:_____

Content Offers:_____

Schedule

On this page is the content scheduling worksheet! Fill it out for every piece of content to keep a clear and concise content planner!

Content Subject: What Is the Content About?

Content Format: (Blog, video, podcast, etc.)

Content Producers: Who is working on it?

Content Deadline: When is the final version due?

Reminders: Any specifics you must remember for this content?

Editing period: When does editing begin/end?

Publication Date/Platform: When and Where is the content Posted?

One-Sentence Pitch Worksheet

Let's quickly return to your one-sentence pitch!

I help (**target market/niche**) to do (**service actions/specialty**) that result in (**benefits for your consumer**).

This will help you better connect to and define your niche, your consumer, and your offer!

Fill in the blanks:

I (my brand) help: _____

To do (enter life-changing action):_____

That results in (enter life-changing result):_____

Next, just put it all together!

I help_____ to do _____ that results in

_____.

Story Structure Worksheet

Fill in all the necessary components for EACH storyboard you make and in ALL of your content. How will you communicate each of these things to your consumers through your content (WITHOUT being salesy)?

What: What is the PROBLEM your market faces?

Who: How will you communicate credibility? Social Proof?

When: When can they get results?

Where: Where do they go to take action?

Why: Why do you offer a solution? What's your purpose?

How: How can they take action to resolve the issue and engage with you?