



The 9-Point Step-by-Step Content Marketing Checklist

To start off, print this checklist or pin it in your online workspace so that you have easy access to it. Next, whip it out when creating your strategy and tick every step as you complete it. In case you run into any roadblocks, [click here](#) to see what every step entails in detail.



Identify Your Audience



Set Your Content Marketing Goals



Find Interesting Content Ideas



Create a Content Plan



Create Remarkable Content



Optimize Your Content for SEO



Distribute, Repurpose and Promote Your Content



Use Content Marketing Tools for the Best Performance



Analyze, Track and Measure Your Content's Performance



To get the latest strategies you can use to meet your business objectives, feel free to hang out in our [learning center](#).