

Content Marketing **CHECKLIST**



Is it helpful?



Is it relevant to your buyer persona?



Is the voice you are using encouraging and supportive?



Is it accurate and up-to-date?



Is it precisely written?



Is it authentic?



Does it include external data, such as industry surveys, statistics, and/or analyst reports?



Does it contain correct sourcing?



Does it include supporting visuals?



Does it include a call-to-action?