

Content Marketing **CHECKLIST**

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Is it helpful?

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Is it relevant to your buyer persona?

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Is the voice you are using encouraging and supportive?

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Is it accurate and up-to-date?

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Is it precisely written?

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Is it authentic?

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

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Does it contain correct sourcing?

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Does it include supporting visuals?

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Does it include a call-to-action?