



# LAUNCH AN EFFECTIVE CONTENT MARKETING PROGRAM

10-STEP CHECKLIST





## A NOTE FROM US

Why should your business use Content Marketing? Content or Education-Based Marketing is a medium to long term strategy to continuously nurture your current and prospective clients and customers. It allows you to consistently stay in touch while sharing valuable information.

Content Marketing positions you and your business as an industry expert, thus creating micro-celebrity. Simply by publishing great content on a regular basis, you will attain author status in your industry.

Beginning a Content Marketing strategy for your business is not difficult. Our 10 Steps to Launching an Effective Content Marketing Checklist will help you get organized and ready to implement. Once you discover how easy it is to stay in touch with your clients and customers, you will wonder why you did not start doing this sooner.

LET'S SET GOALS WITH THIS WORKBOOK,  
AND SURPASS THEM.

---

T I N A M A R I E @ T H E R E C R U I T E R U . C O M

---

# LAUNCH YOUR CONTENT MARKETING PROGRAM

BY THE END OF THE DAY

## STEP-BY-STEP GUIDE

- Create a publication calendar with dates that emails will go out
- Write three to six articles ready for distribution
- Purchase licensed artwork for each article
- Sign up for a third party email service such as MailChimp, Constant Contact, or Aweber
- Add a list of contacts you have worked with in the past 12-18 months or have permission to market to
- Create an easy-to-read e-mail template
- Add links to all Social Media (Facebook, Twitter, Instagram, YouTube, etc.)
- Set up sign up link on email signature and website
- Create a lead magnet to gather new names
- Create a call-to-action to get subscribers to contact you

# NOW GO APPLY WHAT YOU'VE LEARNED!

If you need help with execution, send us an e-mail  
and we'd be happy to help!