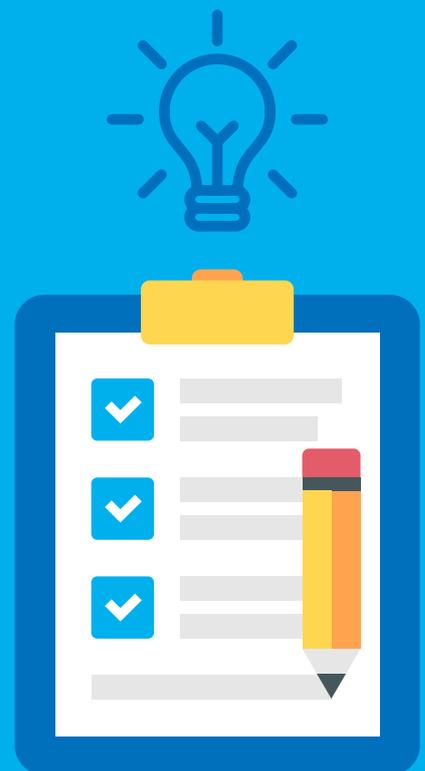


Content Marketing Checklist

25 Things that You
Really Should Try
in 2020



Content Marketing Checklist

- 1. Document Your Content Marketing Strategy
- 2. Analyze Your Competitors' Tactics
- 3. Analyze User Experience
- 4. Find the Best Content Topics with Topic Research
- 5. Match Content with Each Stage of the Customer Journey
- 6. Collaborate with Your Sales Team
- 7. Speak with Customer Support to Identify Client Problems
- 8. Browse Forums to Find What Your Customers Are Interested In
- 9. Create SEO-Friendly Content with SEO Content Template
- 10. Take Advantage of User-Generated Content
- 11. Create Short Videos for Facebook and Instagram
- 12. Organize a Webcast on YouTube
- 13. Develop Additional Infographics and Illustrations
- 14. Create More Interactive Content
- 15. Optimize Articles in Real Time with SEO Writing Assistant
- 16. Publish Research or Articles Based on Statistical Analysis
- 17. Publish Comprehensive and Useful Guides
- 18. Collaborate with Other Brands in a Joint Marketing Promotion
- 19. Leverage Micro-Influencers
- 20. Support the Most Important News and Events
- 21. Find Your Best-Performing Articles with Content Audit
- 22. Transform Multiple Articles into an eBook
- 23. Update Blog Posts with Good SEO Potential
- 24. Tailor Your Content for Mobile and Voice Search
- 25. Improve Your Online Reputation with Brand Monitoring

Introduction

As of 2018, [84% of US companies](#) with 100+ employees use content marketing tactics. While this doesn't come as a surprise, it does emphasize how vital content marketing is for brands in 2020 and beyond.

Yet, it's all too easy to find yourself in a content marketing rut.

Content marketers tend to have their own routine, using best practices for content creation, distribution, and analysis.

However, if your practices remain stagnant for too long, your brand and content become outdated. Although you may be a well-oiled content machine, it's imperative to analyze recent content marketing trends and experiment with new techniques and tools.

To help you discover new tools and stay ahead of content marketing trends, we've prepared a content marketing checklist for 2020. Use these tactics, ideas, and tools to give your content marketing strategy a much-needed boost for this year.



1

Document Your Content Marketing Strategy

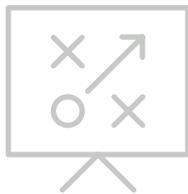


Did you know that only [39% of content marketers](#) have a documented content marketing strategy for their organization? Among top-performing organizations, however, this number increases to 65%.

It's been proven that those who write down their goals are more likely to achieve them; the same concept applies to [documenting](#) your content marketing strategy. In 2020, find time to write down and review your organization's content strategy, goals, and efforts. Then, analyze your content marketing progress. Are you on track? Where can you improve?

2

Analyze Your Competitors' Tactics



When you feel your content becoming repetitive or monotonous, it's time to look for inspiration. Start by analyzing your competitors' tactics and discovering how to adjust your content strategy to stand out from the crowd.

Identify a section of your content strategy you'd like to improve and analyze how your competitors accomplish these objectives. Then, begin brainstorming ways to outperform your competitors using their tactics. For instance, if your competitor writes blog posts on a specific topic, take it a step further and develop a content series featuring videos, downloadable guides or create interactive content.

This is just an introductory excerpt

You can download the full version here:

<https://www.semrush.com/ebooks/content-marketing-checklist/>