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However, if your practices remain stagnant for too long, your brand and content become outdated.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.
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?

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

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