

Purpose/Goals - What goal does your social networking content have?

Can you repurpose any blog posts to serve multiple goals/needs? For example, as an article marketing piece or a guest blog post.

What content might you link to within your post?
Internal linking strategy.

Quantity? How much do you need this month?

Who is going to create your content this month?

What topics are you focusing on this month?

When are you publishing your blog posts?

Blog Posts and Website Content



Purpose/Goals - What goal does your social networking content have?

Links? What products or services will you link to within you autoresponder messages?

Call to action - Make sure each message includes a call to action that supports your goal. What do you want readers to do once they've read your email?

Quantity? How much do you need this month?

Who is going to create your content this month?

What topics are you focusing on this month?

When are you publishing and scheduling your email messages?

Autoresponders

What additional content do you need this month? For example, reports, blueprints, and downloadable content. Videos, interviews and audio files?

What goal or purpose does the content serve?

How much additional content do you need?

Who will create the additional content?

When will you publish it?

Can you repurpose the content? If so how and what the goal of the repurposed content?

How can you use other content to cross promote this additional content?

Additional Content

Social Networking Content

Purpose/Goals - What goal does your social networking content have?

Can you repurpose any social networking content to serve multiple goals/needs?

What content might you link to within your social networking content?

Which social networking sites will you publish on? For example, Twitter, Facebook, LinkedIn, Digg, Yahoo Answers etc...

Quantity? How much do you need this month?

Who is going to create your content this month?

What topics are you focusing on this month? How are you researching topics?

When are you publishing your blog posts and/or articles?

Purpose/Goals - What goal does your article marketing content have?

Quantity? How much do you need this month?

Bio box - Use this information to build credibility, authority and your brand.

Call to action - Make sure each new piece of content includes a call to action that supports your goal. What do you want readers to do once they've read your article?

Links? Internal links and links to new article marketing content. For example, you might link to your new article marketing piece from Twitter or your Facebook page.

Who is going to create your content this month?

What topics are you focusing on this month?

When are you publishing your articles?

Article Marketing Content