

THE COMPLETE GUIDE TO BUILDING YOUR CONTENT MARKETING WORKFLOW

A PAIN-FREE APPROACH TO CREATING,
PUBLISHING & PROMOTING CAMPAIGNS

NOW WITH
IN-DEPTH
WORKFLOW
TEMPLATES

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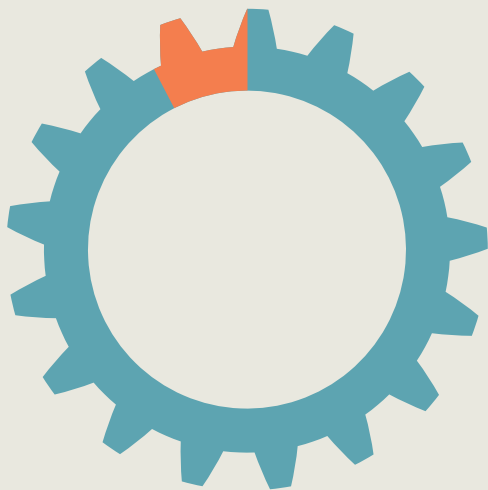
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THE CONTENT MARKETING PERFORMANCE GAP



Marketers tend to bite off more than they can chew. Especially when it comes to content.

Here's an alarming stat: 91% of B2B marketers claim to use content marketing, but only 42% say they're effective at it.



Use content marketing



Don't use content marketing



Effective



Ineffective

You could cite many reasons for this phenomenon – no documented content strategy, siloed teams, poor analytics and tracking systems, etc. But the real source of pain is often overlooked: poorly constructed – or even a complete lack of – content workflows.

There's no one-size-fits-all content marketing workflow template, but there is a way to develop customized processes for your business.

Sophisticated content marketing has a lot of moving parts, especially at large organizations. Streamlined processes that tackle the unique challenges your company faces are a must-have.

We'll cover the steps to follow and the questions to ask at each stage of a content marketing campaign – from ideation through analysis. You'll walk away with the tools you need to fix what's broken; anticipate and identify bottlenecks; and take control of your content creation, publication, and promotion processes.

*THIS GUIDE SHOWS YOU HOW TO DO IT -
WITHOUT PULLING YOUR HAIR OUT.*

WHAT IS A CONTENT MARKETING WORKFLOW?



First, let's define what we mean by “**workflow.**”

A content marketing workflow is a sequence of processes that govern the tactical elements of your campaigns.

It outlines the tasks, task owners, approval structures, deadlines, and editorial schedule for each content asset.

While a content strategy – which analyzes content needs, buyer personas, and goals – helps answer *why* you're creating content, workflows provide the framework for *getting it done*.

CONTENT MARKETING WITH A PURPOSE



CONTENT


Your company has deemed content a priority. And they want to start publishing – fast. But before you launch head-first into content development, you must first figure out *why* you’re developing content.

How will content support the business needs of your organization?

Identify Themes for Your Content

The first step in the content marketing workflow process is to establish your content themes.

Themes are informed by business goals, customer needs, and industry trends.

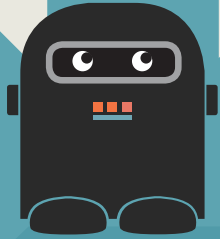


Identify the right themes by collaborating across your organization. Gather leaders from every department in your company on a quarterly basis. This group is your editorial board.

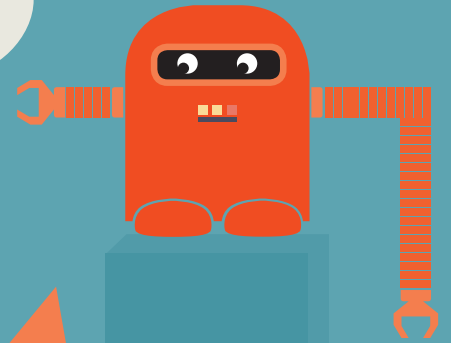
CONTENT THEMES ARE MAJOR TOPICS WHICH COMPANY STAKEHOLDERS WANT TO SUPPORT WITH CONTENT.

The editorial board should review consumer insights, data, company revenue goals, and sales needs to determine which topics are the most pertinent. The best way to get at these topics is by posing important **questions like >**

WHAT DO OUR PROSPECTS NEED?

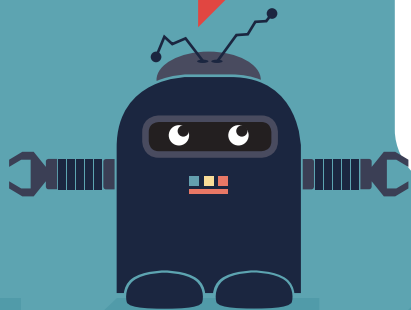


HOW CAN CONTENT HELP SUPPORT OUR GOALS?



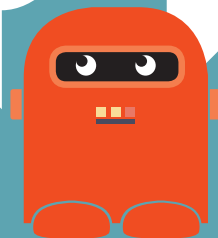
WHICH PERSONAS DO WE WANT TO TARGET?

WHAT ARE THE MOST FREQUENTLY ASKED QUESTIONS AMONG OUR CUSTOMER BASE?

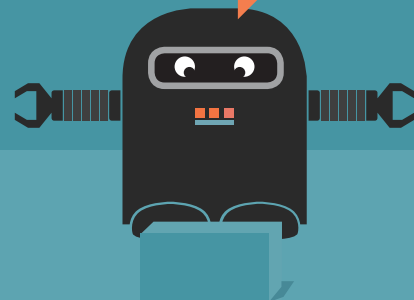


WHAT FRUSTRATES OUR CUSTOMERS AND PROSPECTS?

WHAT ARE OUR OVERARCHING BUSINESS GOALS FOR THE QUARTER?



WHAT IS OUR USER RESEARCH TELLING US?





DON'T BE THE KIND OF
MARKETER WHO HAS TO
JUSTIFY YOUR CONTENT LATER.

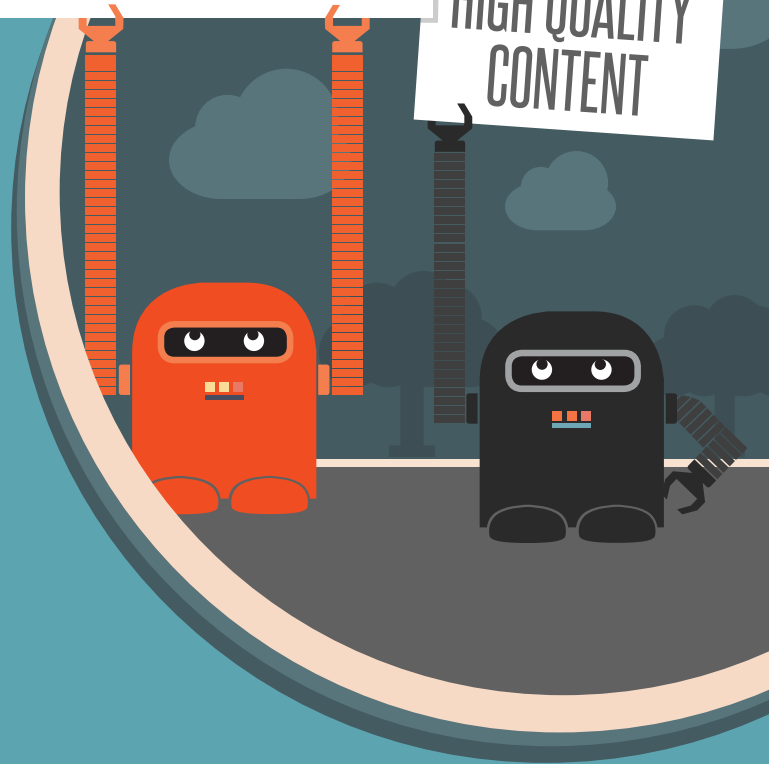
Once your editorial board agrees on the content themes for the quarter, it's up to the marketing team to come up with content pillars, or large assets, which directly support each of those themes.

Develop content themes first, and every single piece of content your team produces will be directly tied to the overarching strategy of your organization.

WHAT ARE WE GOING TO MAKE?

HIGHER VOLUME

HIGH QUALITY CONTENT



You have content themes. Now, it's time to figure out what content you're going to create to support them.

"Quality over quantity" is a popular mantra among content marketers. But that's an oversimplification.

If you're smart about planning your content campaigns, you can have the best of both worlds: a higher volume of high-quality content.

Build Content Pillars

If your campaigns were a meal, the content pillar would be the entrée.

They are the major content pieces supported – and pointed to – by the other content within a campaign. Your pillar might be an eBook, an infographic, a whitepaper, or a presentation. Generally, you only need one major content pillar per campaign.

THE GOAL OF THE CONTENT PILLAR IS TO ADDRESS A SINGLE CONTENT THEME HEAD ON.

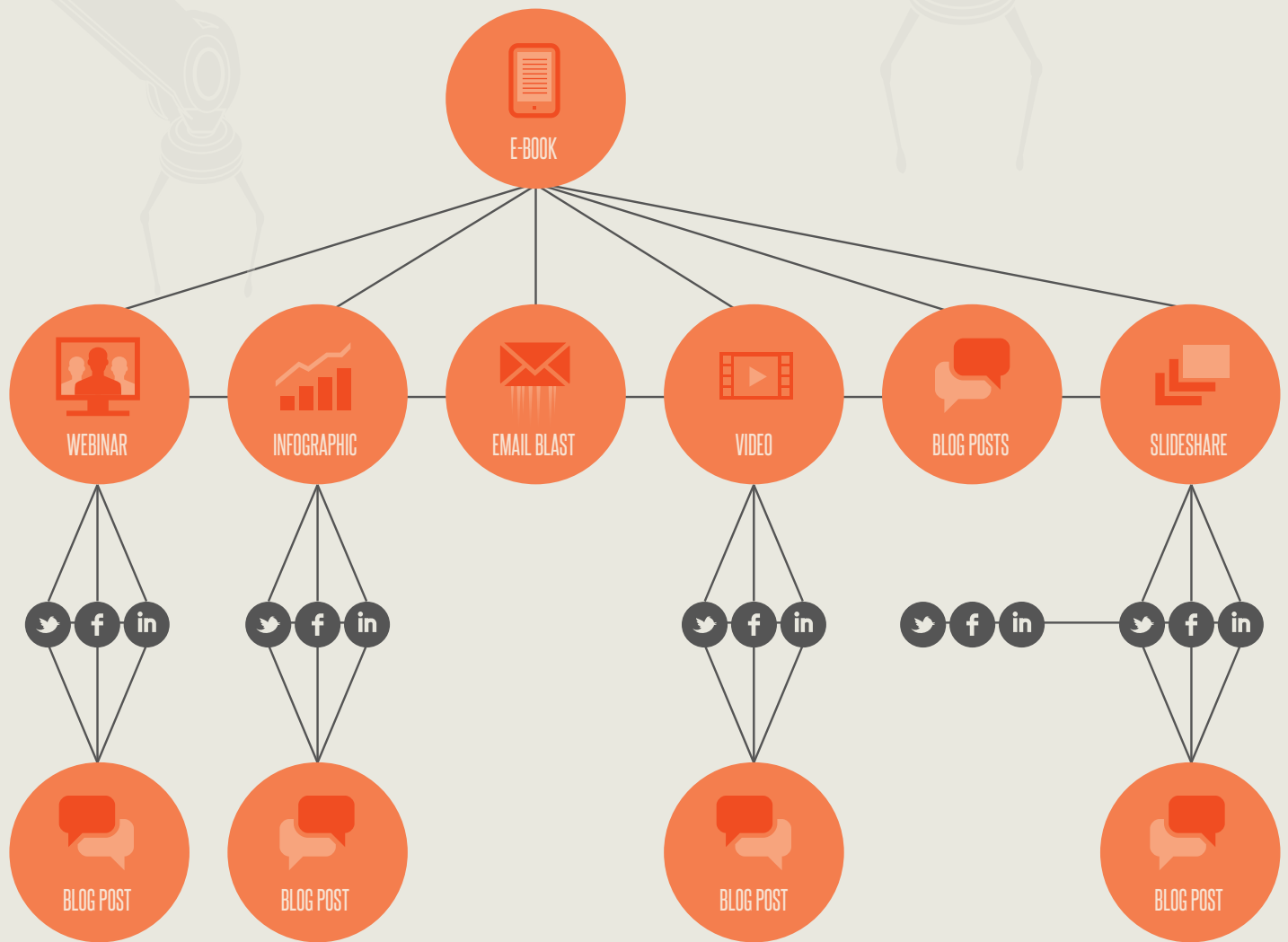
For example, a financial institution tackling the topic of “student loans” might develop an eBook designed specifically for college students, outlining how loans work and offering strategies for paying them off.

Who is in charge of planning content pillars? Whoever heads up and/or contributes to your content operation. If your organization has a larger content team, pillars might be identified during a brainstorm. If there are only one or two employees responsible for content, the decision lies with them.

Repurpose, Repurpose, Repurpose

Creating a lot of content doesn't require reinventing the wheel for every asset.

Here's an idea of **how it works**



Make an Asset List, Check It Twice

Once you've identified your major content pillars for the quarter, list out every single asset associated with each campaign. This list should include content pillars and supporting assets like paid search ads, outbound emails, and more. Then, organize this list by content category:

ASSET LIST:

- ✓ EBOOK
- ✓ EMAIL BLAST
- ✓ INFOGRAPHIC
- ✓ VIDEO
- ✓ BLOG POSTS (A, B, C, D....)
- ✓ SLIDESHARE PRESENTATION
- ✓ SOCIAL PROMOTION
- ✓ PAID PROMOTION

CONTENT

- ★ eBook
- ★ Email blast
- ★ Infographic
- ★ Video
- ★ Blog posts (A, B, C, D....)
- ★ SlideShare presentation
- ★ Social promotion
- ★ Paid promotion

EMAIL

- ★ Email 1: Persona/segment A
- ★ Email 2: Persona/segment B
- ★ Email 3: Persona/segment C
- ★ Email 4: Template for sales team

PAID

- ★ Paid Twitter campaign
- ★ Paid LinkedIn campaign
- ★ Paid display campaign
- ★ Paid PPC campaign

IDENTIFY RESOURCES



Once you have a complete campaign asset list, it's time to identify the resources you'll need, both for content pillars and supporting assets.

Content Pillar Needs

Since they contain more information, content pillars require more attention. While workflows will differ from organization to organization, here are a few fundamental pillar tasks just about everyone will need to tackle:

- ★ Identify business objective
- ★ Identify budget
- ★ Identify persona
- ★ Assign pillar owner
- ★ Assign pillar due date
- ★ Identify SEO keywords
- ★ Identify graphic/video needs
- ★ Decide on freelancer involvement and budget
- ★ Identify influencers for interviews/promotion
- ★ Establish promotion strategy and channels
- ★ Decide if you're implementing paid campaigns
- ★ Draft copy
- ★ Review/edit copy
- ★ Get approval
- ★ Publish content

Supporting Asset Needs

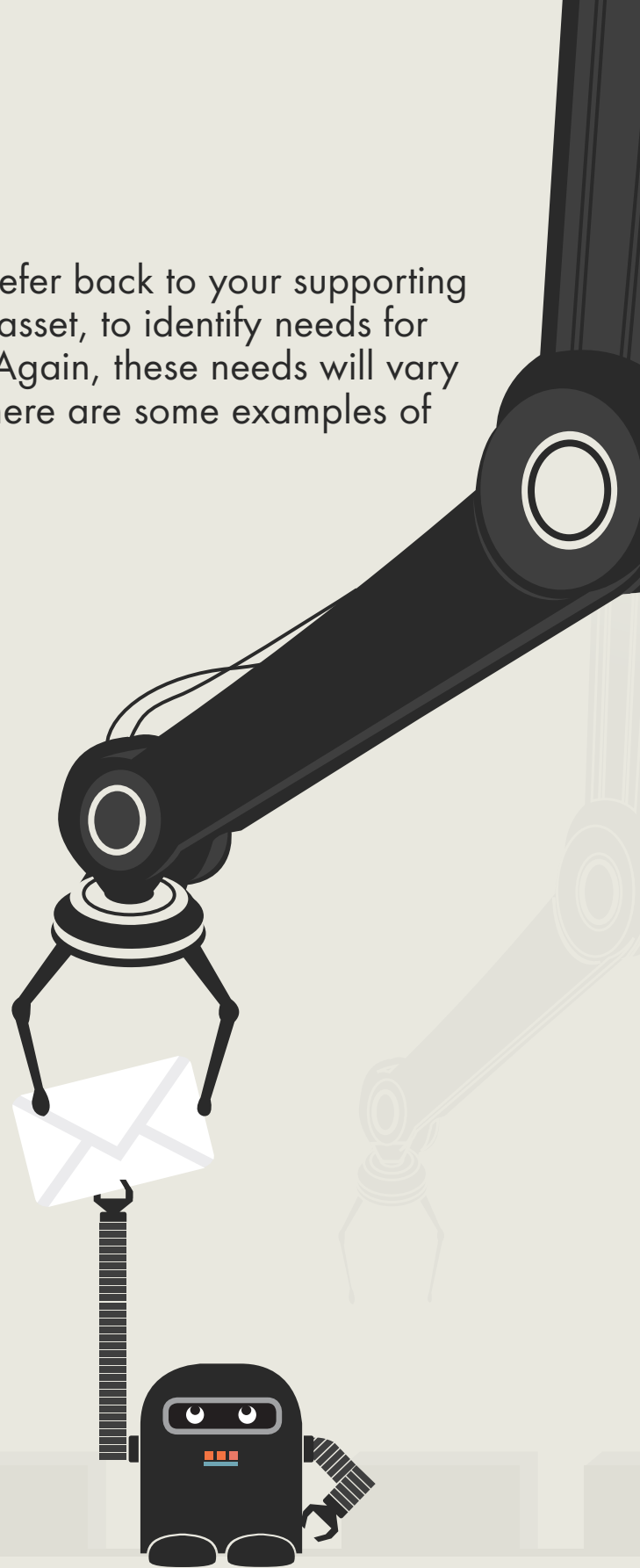
When you've listed your pillar tasks, refer back to your supporting content. Go through this list, asset by asset, to identify needs for all of your campaign content pieces. Again, these needs will vary based on your internal structure. But here are some examples of what they might look like:

Outbound Emails:

- Define call to action (CTA)
- Submit copy
- Review/edit copy
- Get approval
- Set up in email system
- Publish

Sales Support Email:

- Define CTA
- Define audience
- Submit copy
- Review/edit copy
- Get approval
- Circulate to sales team





Blog Post:

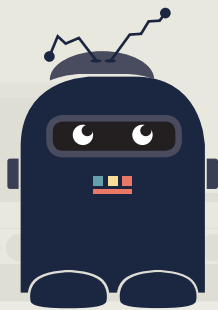
- Define CTA
- Submit copy
- Review/edit copy
- Get approval
- Add photos/graphics
- Complete SEO information
- Publish content
- Schedule social media promotion



Webinar:

- Choose presenters
- Choose date
- Schedule kick-off call
- Submit slides
- Review/edit slides
- Get presentation approval
- Schedule webinar in platform
- Create registration page
- Schedule emails
- Plan promotion: paid, social, etc.
- Define SEO keywords
- Schedule dry run
- Book conference room
- Send "thank you" email with recording link
- Send "sorry we missed you" email with recording link
- Add recording to your website
- Send "thank you" email to webinar speakers

WANT MORE DETAILED WORKFLOW TEMPLATES? YOU'RE IN LUCK. GO TO THE APPENDIX >



DON'T MAKE YOUR WORKFLOWS OVERLY COMPLICATED. IF EACH ASSET INVOLVES 17 SEPARATE TASKS, YOUR WORKFLOW COULD SLOW OR STOP PRODUCTION. FOCUS ON THE ESSENTIALS.

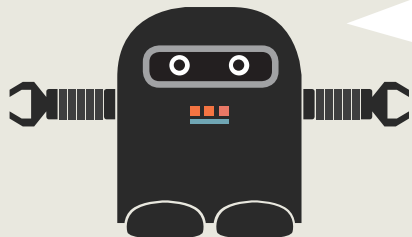
Content Types

As you list out tasks for each piece of content in your campaign, you may start to notice a pattern – especially among content of the same type.

Use that pattern to your advantage. By uncovering recurring tasks for each content type, you can create a workflow template rather than reinventing the wheel.

Tasks associated with a blog post, for example, will likely remain the same from campaign to campaign. By developing a blog post content workflow that contains these routine tasks, anyone involved in creating content campaigns in your organization will know exactly what needs to be done.

With content marketing software, you can automate content types and workflows, but sometimes it's hard to know whether or not to make the investment.



B2B AND B2C MARKETERS USE AN AVERAGE OF 13 AND 12 CONTENT MARKETING TACTICS, RESPECTIVELY, ACCORDING TO THE CONTENT MARKETING INSTITUTE.

DOES YOUR COMPANY NEED AUTOMATED WORKFLOWS?

Are you planning to pump out a lot of content on a regular basis?

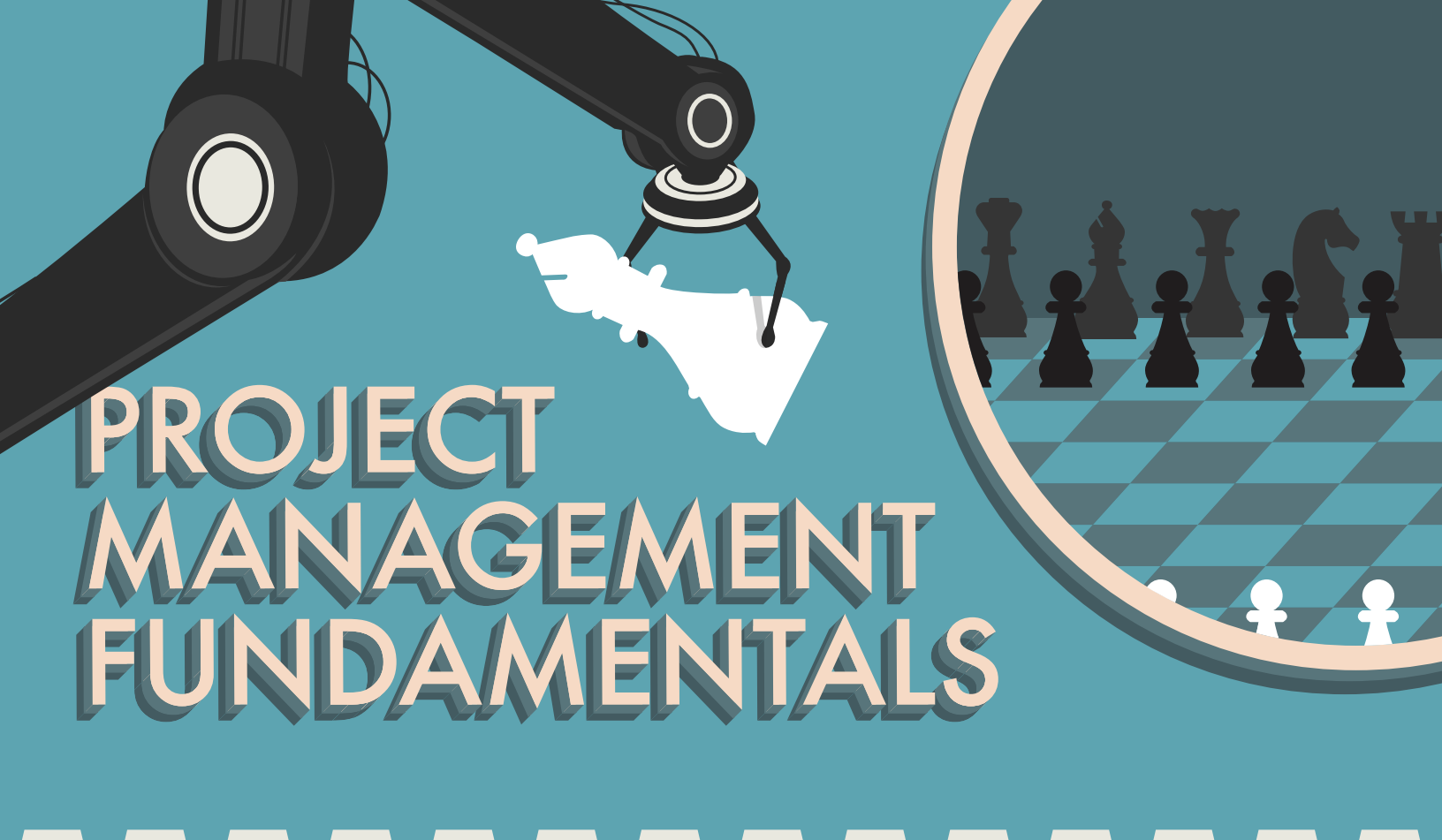
If you want to produce a steady stream of content, a mix of different assets, and involve a number of external or internal contributors, you'll want to automate your workflow process. Doing so allows you to establish a customizable template of tasks and approvals for every content type and campaign, doing away with manual task lists, saving time, and boosting productivity.



HOW DO YOU KNOW IF YOUR COMPANY SHOULD MAKE THE INVESTMENT IN CONTENT MARKETING SOFTWARE?

If you check off more than two boxes from the following list, you'll want to seriously consider software to automate your workflows.

- More than three people are involved in submitting, editing, and approving your content
- You work with freelancers or agencies on a regular basis
- You produce more than three types of assets on a quarterly basis
- You produce several landing pages per year
- You use marketing automation
- You publish at least two blog posts a week
- Your contributors are spread across multiple regions and offices
- More than one team at your company creates content



PROJECT MANAGEMENT FUNDAMENTALS

So far, we've talked a lot about content development processes.

Great campaigns aren't just about managing content.
They're about managing people.

Disorganized approval processes, unrealistic deadlines, poor communication, and procrastination threaten productivity.

No matter how great your ideas, if your team isn't in sync, your content will suffer.

Assign Roles and Responsibilities

The “campaign owner” should be the first role assigned. They’re responsible for managing every aspect of a campaign, including designating asset owners, scheduling content, keeping team members on track, and communicating status updates.

They must also set expectations with all task owners about the campaign goals and timeline so everyone is on the same page.

A few days before the campaign launch, campaign owners should create a pre-launch checklist of everything that needs to happen to make the launch successful and circulate it to the team.

We call this the “Places, Please!” email. And it looks something like this:

TO: MARKETING TEAM
FROM: CAMPAIGN OWNER
SUBJECT: PLACES PLEASE! MONDAY’S CAMPAIGN LAUNCH

HI ALL,

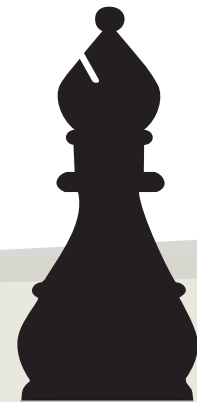
THANKS SO MUCH FOR ALL OF YOUR VALUABLE HELP,
EDITS, AND GUIDANCE ON THIS CAMPAIGN!

BELOW IS A LIST OF THE REMAINING TASKS, A LIST OF LANDING PAGE URLS, AND
SUGGESTED SOCIAL LANGUAGE FROM OUR COMMUNITY MANAGER, WHICH I ENCOURAGE
YOU TO SHARE ONCE THE CAMPAIGN IS LIVE.

PLEASE LET ME KNOW IF YOU HAVE ANY QUESTIONS.

THANKS,

CAMPAIGN OWNER



Campaign owners should also evangelize the campaign throughout the entire company, sharing the purpose of the content pillar, where it can be found, and how to share it.

Everyone in your organization should feel connected to your content campaigns, and have a stake in their performance.

GETTING ALONG WITH THE DESIGNERS



MARK



MATT

The “look” of your content is often as valuable as the text. Designers take your materials to the next level. Knowing how to work well with them, and what they need to deliver a stellar product, is essential.

Kapost’s designers and developers, Mark and Matt, share tips on how to communicate productively with your own designers.

What’s your biggest workflow pet peeve?

Matt: Lack of communication.

Mark: Last minute changes that weren’t initially defined.

What would you change about how people communicate or request things of you?

Mark: Give feedback in the same place. If you tell me something in person, through email and

in a comment, it can be difficult to keep track of everything. Having a single platform where all the feedback is captured and referable is invaluable.

Matt: Email is the worst. It gets cluttered and easily lost among the sea of other incoming mail. I would request a project kick-off with other collaborators. This helps solve discrepancies from the beginning.

What do you think is the biggest misconception when it comes to design work?

Mark: That I’m just making things pretty. A lot of thinking goes into every asset I create.

Matt: For me, it’s timing. People have a tendency to think designs create themselves.

Tracking Productivity

IF YOU WANT TO IMPROVE YOUR TEAM'S PRODUCTIVITY, YOU NEED TO TRACK IT.

Which content types are taking longer than expected to produce?

Which tasks in your workflow are dragging down productivity?

Where are the bottlenecks?

Content production analytics track **these issues** in a quantifiable way – monitoring production times by content type, author, category, persona, buying stage, or any other data point you choose.

Production analytics also allow you to monitor on-time delivery rates to see how often your team is meeting deadlines. If you need to dive deeper into which content and tasks are hampering your efficiency, segment by each content type to diagnose the problem.

Measuring your team's progress isn't just about policing productivity. This data will help you set realistic goals and deadlines.

Taking Control of the Approval Process

Approval processes are a stress on many marketing operations. The problem is that marketers often don't know when a piece of content is truly "final." Multiple, conflicting, and last-minute changes can disrupt your content's original purpose.

The Solution?

ESTABLISH THE APPROVAL PROCESS EARLY IN YOUR CAMPAIGN PLANNING AND RUN IT BY KEY STAKEHOLDERS.

If your organization's leaders agree on the approval process from the beginning, they're much less likely to swoop in at the last minute and slow a launch.

Keep the lines of communication open with this leadership group throughout the campaign. Content plans, timelines, and assets change. And stakeholders should know about those changes.

The fewer the editors, the better. If a member of every single team in your organization insists on providing input, your content will suffer. Set expectations with leaders early to stay in control of your approval process, rather than being controlled by it.

CONTENT MARKETING SOFTWARE OR PROJECT MANAGEMENT SOFTWARE?

Project management software can aid you when producing a one-off content asset. But if you're trying to scale and manage a consistent, sophisticated content marketing operation, its limitations quickly become evident.

IF YOUR ORGANIZATION IS CREATING MANY ASSETS, TARGETING MULTIPLE BUYER PERSONAS AND SALES STAGES, AND PUSHING TO SEVERAL DIFFERENT CHANNELS, IT'S TIME TO ADOPT CONTENT MARKETING SOFTWARE.

Content marketing software or project management software?

How do they stack up?

FEATURE	PROJECT MANAGEMENT	CONTENT MARKETING SOFTWARE
Real-time collaboration and editing		✓
Editorial calendar	✓	✓
Publish to multiple marketing channels (website, blog, Twitter, Facebook, LinkedIn, etc.)		✓
Content performance analytics		✓
Content production analytics		✓
Customizable workflows	✓	✓
Automated tasks and workflows		✓
Integrates with marketing automation		✓
Integrates with Salesforce.com CRM		✓
Integrates with external writers market		✓

Working with Freelancers

Freelancers can be a valuable resource for your content marketing operation. They help maintain content cadence while taking the load off of internal writers, editors, and designers, allowing your team to stay on track without burning out.

But often, freelancers don't have the same familiarity with the tone, style, messaging, and workflows surrounding your content. It's up to you to document a streamlined process for:

- ★ Familiarizing them with your brand messaging and goals
- ★ Guiding them through your content development workflow
- ★ Compensating them in a timely manner

To do it, develop a freelancer kit that your entire team can refer to. This kit should include:

- ★ W9 forms or other required tax forms (e.g. international tax forms)
- ★ A "welcome email" template outlining expectations, how they should submit their invoice, and payment details
- ★ Budget for various content types (e.g. blog posts, eBooks, whitepapers, etc.)
- ★ Brand voice and style guidelines

Defining a workflow for onboarding freelancers will cut out confusion, and allow freelancers to focus on creating content.

SCHEDULE YOUR CONTENT



Scheduling your content is a daunting task – and it’s one of the biggest struggles for marketers.

Many organizations have more than one editorial calendar, which can wreak havoc on your progress.

To fix scheduling issues, identify all of the editorial calendars your company is currently using, and bring the owners of those calendars together. Either find a way to integrate editorial calendars or create a new, collaborative one.

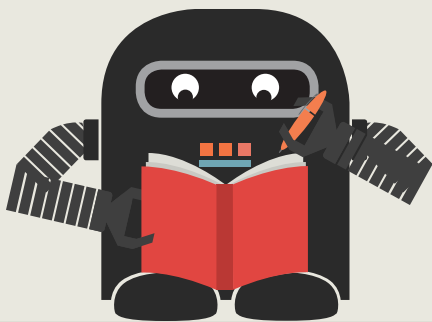
THE WHOLE MARKETING TEAM SHOULD OPERATE ON THE SAME SCHEDULE.

That’s not to say you won’t want to filter your calendar by campaign or content type. Sometimes you want to see how long a campaign is running. Other times, you’ll want to drill into specific content assets that are launching or which tasks you need to complete. Be sure your editorial calendar supports that functionality.

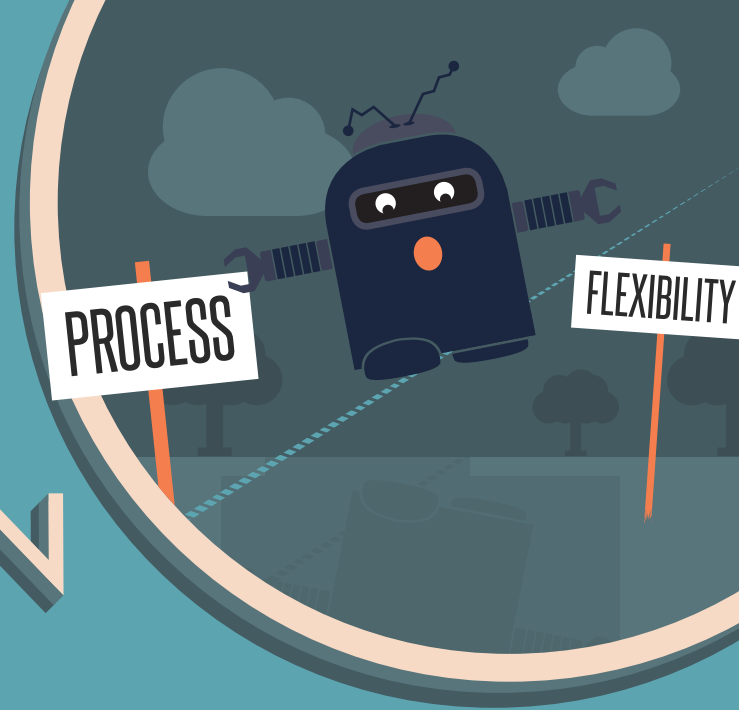
Campaign owners are responsible for scheduling all of their campaign's content. To align with the rest of the organization, they should organize a meeting well ahead of their campaign launch. All employees responsible for publishing and promoting content (email marketers, paid social and search owners, etc.) should attend. During the meeting, the group should:

- ★ Review the current campaign schedule
- ★ Decide how the team is going to promote the campaign content
- ★ Agree on a campaign launch date
- ★ Identify any additional needs, concerns, and tasks

Once the campaign owner knows the launch date for the campaign, he or she can schedule supporting assets accordingly. There should be clear rules around who updates and maintains the editorial calendar, how people use and share it, and where it lives.



PUTTING STRATEGY INTO ACTION



Structure fosters creativity.

But too much structure can kill it.

To establish the best workflow for your organization, you must walk a fine line between process and flexibility.

The best content comes out of collaborative environments where each contributor knows exactly what he or she is responsible for doing, and how his or her individual task adds value to the larger goals of your organization.

Clear content marketing workflows are the difference between talking about strategy and acting on it.

WORKFLOW TEMPLATES



Landing Page Workflow

Campaign Owner:

Idea Phase

Submit Landing Page Idea

★ Task Owner _____
(Usually the campaign owner)

★ Due Date _____

Assign Landing Page Tasks

★ Task Owner _____
(Usually the campaign owner)

★ Due Date _____

In Production

Submit Copy

★ Task Owner _____

★ Due Date _____

Review/Edit

★ Task Owner _____

★ Due Date _____

Get Final Text Approval

★ Task Owner _____

★ Due Date _____

Create Landing Page

★ Task Owner _____

★ Due Date _____

Review Landing Page

★ Task Owner _____

★ Due Date _____

Post Production

Publish Content

★ Task Owner _____

★ Due Date _____

Circulate URLs

★ Task Owner _____

★ Due Date _____

Mark as Completed

★ Task Owner _____

★ Due Date _____

WANT TO COPY AND PASTE THESE TEMPLATES?
CLICK HERE >



Ebook Workflow

Campaign Owner:

Idea Phase

Submit Idea

- ★ Task Owner _____
(Usually the campaign owner)
- ★ Due Date _____

Assign Author

- ★ Task Owner _____
(Usually the campaign owner)
- ★ Due Date _____

In Production

Submit First Draft

- ★ Task Owner _____
- ★ Due Date _____

Identify SEO Keywords

- ★ Task Owner _____
- ★ Due Date _____

Set Up Design Brief/Brainstorm with Designer

- ★ Task Owner _____
- ★ Due Date _____

Review/Edit

- ★ Task Owner _____
- ★ Due Date _____

Revise

- ★ Task Owner _____
- ★ Due Date _____

Get Final Text Approval

- ★ Task Owner _____
- ★ Due Date _____

Submit Copy to Designer

- ★ Task Owner _____
- ★ Due Date _____

Submit First Designed Draft

- ★ Task Owner _____
- ★ Due Date _____

Review/Edit

- ★ Task Owner _____
- ★ Due Date _____

Get Final Approval

- ★ Task Owner _____
- ★ Due Date _____

Post Production

Publish Content

- ★ Task Owner _____
- ★ Due Date _____

Schedule Social

- ★ Task Owner _____
- ★ Due Date _____



Blog Post Workflow

Campaign Owner:

Idea Phase

Create Idea

★ Task Owner _____

★ Due Date _____

Assign Author

★ Task Owner _____

★ Due Date _____

In Production

Define Call to Action

★ Task Owner _____

★ Due Date _____

Submit Copy

★ Task Owner _____

★ Due Date _____

Review/Edit

★ Task Owner _____

★ Due Date _____

Add Photo/Artwork

★ Task Owner _____

★ Due Date _____

Complete SEO Information

★ Task Owner _____

★ Due Date _____

Get Final Approval

★ Task Owner _____

★ Due Date _____

Post Production

Publish Content

★ Task Owner _____

★ Due Date _____

Schedule Social

★ Task Owner _____

★ Due Date _____

Social Workflow

Campaign Owner:

Idea Phase

Assign Social Task Owner

- ★ Task Owner _____
- ★ Due Date _____

Identify Social Channels

- ★ Task Owner _____
- ★ Due Date _____

In Production

Create Social-Specific URLs

- ★ Task Owner _____
- ★ Due Date _____

Create Shortened URLs

- ★ Task Owner _____
- ★ Due Date _____

Draft Social Copy

- ★ Task Owner _____
- ★ Due Date _____

Create New Social Paid Campaign

- ★ Task Owner _____
- ★ Due Date _____

Set Targeting and Budget

- ★ Task Owner _____
- ★ Due Date _____

Upload Content

- ★ Task Owner _____
- ★ Due Date _____

Post Production

Set Campaign Live

- ★ Task Owner _____
- ★ Due Date _____

Send Shortened URLs to Influencers

- ★ Task Owner _____
- ★ Due Date _____

Send Shortened URLs to Organization

- ★ Task Owner _____
- ★ Due Date _____

Email Marketing Campaign

Campaign Owner:

Idea Phase

Create Idea

★ Task Owner _____

★ Due Date _____

Assign Author

★ Task Owner _____

★ Due Date _____

In Production

Define Call to Action

★ Task Owner _____

★ Due Date _____

Define Audience

★ Task Owner _____

★ Due Date _____

Submit Copy

★ Task Owner _____

★ Due Date _____

Review/Edit

★ Task Owner _____

★ Due Date _____

Add Photo/Artwork

★ Task Owner _____

★ Due Date _____

Get Final Approval

★ Task Owner _____

★ Due Date _____

Post Production

Publish Content

★ Task Owner _____

★ Due Date _____

Webinar Workflow

Campaign Owner:

Idea Phase

Create Idea

- ★ Task Owner _____
- ★ Due Date _____

Assign Webinar Owner

- ★ Task Owner _____
- ★ Due Date _____

Choose Date

- ★ Task Owner _____
- ★ Due Date _____

Choose Presenters

- ★ Task Owner _____
- ★ Due Date _____

Circulate Slide Template to Presenters

- ★ Task Owner _____
- ★ Due Date _____

Schedule Kick-off Call with Presenters

- ★ Task Owner _____
- ★ Due Date _____

In Production

Submit Presentation

- ★ Task Owner _____
- ★ Due Date _____

Review/Edit Presentation

- ★ Task Owner _____
- ★ Due Date _____

Get Final Approval

- ★ Task Owner _____
- ★ Due Date _____

Schedule Webinar in Webinar Platform

- ★ Task Owner _____
- ★ Due Date _____

Create Registration Page

- ★ Task Owner _____
- ★ Due Date _____

Schedule Invitation Emails

- ★ Task Owner _____
- ★ Due Date _____

Schedule Paid Promotion

- ★ Task Owner _____
- ★ Due Date _____

Schedule Social Promotion

- ★ Task Owner _____
- ★ Due Date _____

Schedule Dry Run with Presenters

- ★ Task Owner _____
- ★ Due Date _____

Book Conference Room

- ★ Task Owner _____
- ★ Due Date _____

Post Production

Send "Thank You" Email(s) with Recording Link

- ★ Task Owner _____
- ★ Due Date _____

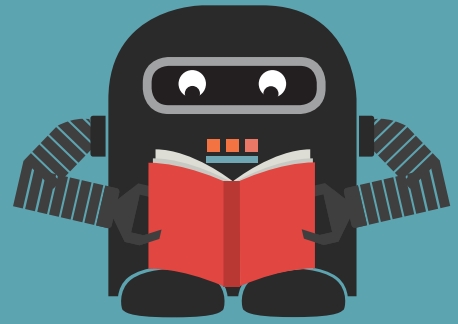
Host Webinar Recording on Website

- ★ Task Owner _____
- ★ Due Date _____

Thank Presenters

- ★ Task Owner _____
- ★ Due Date _____

GLOSSARY



Campaign Owner: The person responsible for managing every aspect of a campaign, including designating asset owners, scheduling content, keeping team members on track, and communicating status updates.

Content Marketing: The process of developing, publishing and distributing useful, relevant content that engages prospective customers and propels them toward purchase.

Content Marketing Software: Integrative software that allows marketers to develop, manage and track sophisticated content marketing campaigns all in one place.

Content Marketing Workflow: A sequence of processes that govern the tactical elements of content campaigns.

Content Pillar: The major content piece that addresses one content theme head on. Pillars are supported – and pointed to – by the other content assets within a campaign.

Content Themes: The topics or themes company stakeholders want to support with content.

Editorial Board: A group of stakeholders responsible for determining the major content themes for the quarter based on business objectives.

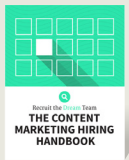
Tone: The tone of content changes based on the audience it's intended for. While voice should be consistent, tone should adapt to reader's feelings.

Voice: The personality or voice of the brand. All content produced should be in the same voice.

EVEN MORE RESOURCES



The Blueprint of a Modern Marketing Campaign



The Content Marketing Hiring Handbook



Make It Count: Content Marketing Analytics



An Introduction to Content Marketing Software



Connecting with Content: A Salesperson's Guide to Content Marketing