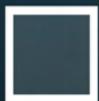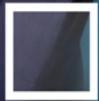# The B2B content marketing success tips checklist

LEAD FORENSICS

Proving positive ROI

- [ ] Do we know what content marketing success would look like?
- [ ] Do we know which KPIs we need to track and measure?
- [ ] Do we have a marketing activity log that is maintained?

Notes

Strategy

- [ ] Do we know WHY we are using content marketing?
- [ ] Do we know WHO we are producing content for?
- [ ] Do we know WHAT we want to achieve with our content?
- [ ] Do we know HOW we are going to execute our strategy?

Notes

Internal success factors

- [ ] Do we have executive buy-in from at least one person?
- [ ] Is everyone across all departments on the same page?
- [ ] Are we able to run an agile and flexible marketing department?
- [ ] Who in the team is going to be dedicated to managing the content marketing and will have responsibility for it?
- [ ] Have we broken down our goals into a phased approach with different goals for each phase?
- [ ] Are we staying on top of industry and content marketing developments?
- [ ] Editorial mission statement - focus is on the consumer
- [ ] Who are we trying to reach? – buyer personas
- [ ] How are we going to reach them?
- [ ] What are the topics we want to cover?
- [ ] What is the desired outcome for the audience?
- [ ] Is our editorial statement written down?
- [ ] Is our editorial statement communicated to everyone in the organisation?

Notes
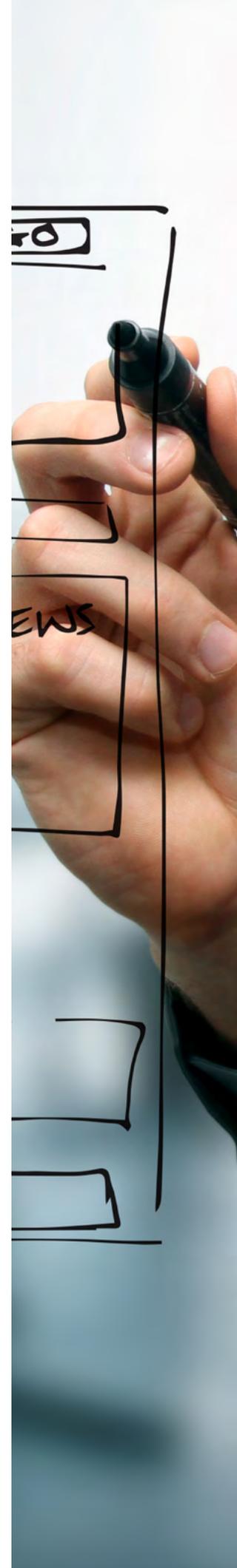
Quality content

- ☐ Have we mapped out our customer journey?
- ☐ Do we know which content fits which persona for each part of the customer journey?
- ☐ Which content formats do we want to offer?
- ☐ What are the core product/service content pieces?
- ☐ Do we have a pool of good creatives we can use- writers, editors, designers?
- ☐ Can we tell a good story?
- ☐ Do we know who our internal experts are?
- ☐ Do we have existing content we can repurpose?
- ☐ Have we strategized our nurturing campaigns?
- ☐ What is our promotional plan? - How will we get the word out?

Notes

Communication

- ☐ Are we a customer-centric organisation?
- ☐ Is our external communication aligned and co-ordinated?
- ☐ Does the content team meet regularly?
- ☐ Have we developed strategies to identify and work with advocates, influencers and ambassadors?

Notes

Make the sale

- ☐ Have we gone through our website and identified places we should be asking for the sale?
- ☐ Are we using well designed calls to action throughout our content?
- ☐ Do we understand the difference between asking for the sale and asking to nurture the relationship, and when each is most appropriate?

Notes

Tools

- ☐ Which marketing automation tools are we using now and should we use in the future?
- ☐ If and how are we engaging with an agency?
- ☐ Which task/project-management tool are we using and is everyone fully trained on it?
- ☐ Which content asset management system are we using and who keeps it updated?
- ☐ Have we investigated tools to enhance our productivity and efficiency?

Notes

Analysing and Reporting

- ☐ Which KPIs are we measuring and how?
- ☐ Who is responsible for regularly reporting?
- ☐ Have we set up regular strategy meetings to fine tune tactics based on reported results?

Notes
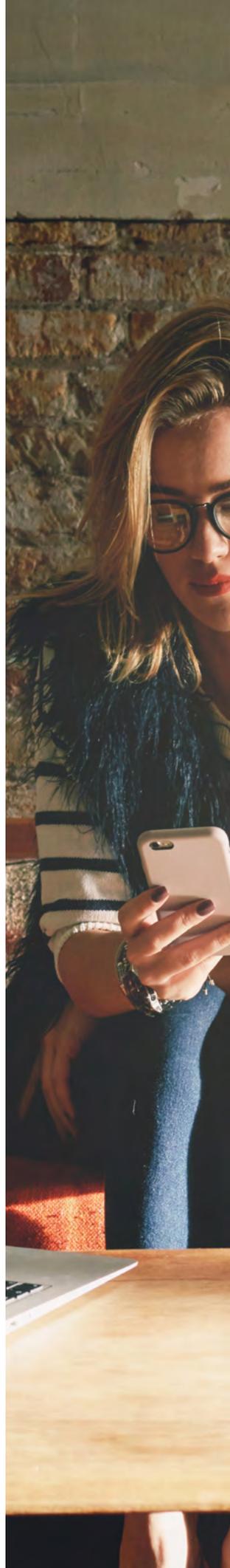
Slideshare - How Can Lead Forensics Help Your Business

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