

# Content Marketing and Online Presence Checklist

## Does your online content

- Reflect your expertise?
- Answer the questions of your target market?
- Provide solutions to the problems faced by your ideal clients?
- Tell “What’s in it for me?” for the Web site visitor, prospect, or customer?

**Which of the following already attract your ideal clients? Check all that apply.**

**Which would you like to add to your online presence? Underline these.**

- Articles
- Audios
  - CDs
  - Clips for use on Web site
- Podcasts
- Teleseminar recordings
- Autoresponders
- Blog posts
- Brochures
- Comments on other people’s blogs
- E-books or other informational products
- E-courses with downloadable action guides
- E-zines or newsletters
- Industry forum participation related to your target market
- Press releases
- Social networking participation and profile set up (short biography, picture, URL to your Web site)
  - Facebook
  - LinkedIn
  - Twitter
- Videos
- Web site
  - Home page
  - Contact information
  - FAQ page
  - Pages with valuable information
  - Opt-in box
  - Opt-in giveaway
  - Sales page

## Make and work your content marketing plan.

Pick one format you and your target market enjoy and concentrate your efforts there first.

Choose one topic of interest to your audience and record your thoughts.

Post your recording. Transcribe it for an article. Use smaller portions for blog posts and tweets.

Choose another theme and repeat the process.

Do this frequently and consistently to provide value, engage people, build relationships, and increase your online presence.