

CONTENT MARKETING QUESTIONS

BRAND

What topics am I most passionate about?

What unique experiences can I draw from?

What have been my most popular works?

What types of people does my writing attract?

How would people describe my work?

What do people love most about it?

What style of writing do I prefer to read?

TACTICS

What CM tactics have I used in the past?

Which performed well? Which didn't?

What tactics would I like to learn more about?

What are my SMART goals?

What is my STRETCH goal?

Which tactics will help achieve these goals?

How will I balance stock and flow?

PROCESS

How much time can I devote to CM?

What possible roadblocks do I foresee?

How can I prepare for these roadblocks?

How will I generate ideas? How often?

Will I need an editorial calendar?

How often will I revisit my CM strategy?

MEASUREMENT

What platforms will I use?

What do I want to accomplish on each platform?

What types of metrics are available to me?

What metrics do I want to focus on?

Where and how will I document KPIs?

How often will I document my KPIs?