

How to Create a Content Marketing Strategy in 10 Easy Steps?

	TASK	DONE
1	Set your goals and objectives	<input type="checkbox"/>
2	Determine your target audience/niche	<input type="checkbox"/>
3	Research and determine their challenges and pain points	<input type="checkbox"/>
4	Audit your content, and create a content repository	<input type="checkbox"/>
5	Optimize your existing content to match your audience pain points	<input type="checkbox"/>
6	Create content calendar	<input type="checkbox"/>
7	Create new content	<input type="checkbox"/>
8	Repurpose your content to fit multiple channels	<input type="checkbox"/>
9	Distribute your content	<input type="checkbox"/>
10	Measure, analyze and optimize	<input type="checkbox"/>