

# 15-MINUTE CONTENT STRATEGY CHECKLIST

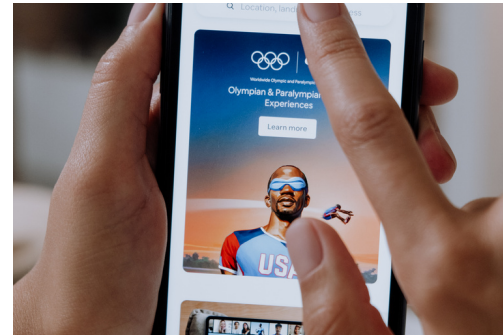


## IS YOUR CONTENT STRATEGY READY FOR TAKEOFF?

Through informed conversations, you're able to reach more people and continue the important journey of developing relationships with your customers.

Download your **FREE Content Strategy Checklist** to make sure you're ready to launch your digital content strategy today.





# Read This Before Getting Started Checking Things Off

Protect Your Time, Energy, Attention and Money!

## WELCOME!

Thank you for being here and agreeing to download this checklist.

As a reminder, nothing is ever complete, and very rarely, are we able to execute a highly detailed digital marketing campaign in 15 minutes or less.

While I hope this doesn't discourage you, I also don't want to mislead you.

That being said, the power of 15 minutes, daily and weekly, dedicated to one task, can offer tremendous results.

My hope is you use this checklist to do such as you seek to raise areness and build relationships with the customer who so desperately need your products and services, aka, your **help**.

# 15 MINUTE CAMPAIGN CHECKLIST

Brand Name:

Campaign or Media Planner:

Campaign Name:

## 6 MINUTES: MARKETING PLAN

- Price:** Enter the price of your product here.
- People:** Write down the people involved in your campaign.
- Place:** Write down a few sentences to describe where your promotion takes place.
- Promotion:** Explain the promotion, usually a discount or percentage off.
- Product:** Talk a little about your product.
- Performance:** Confirm what marketing metric matches your business need.

## 4 MINUTES: CONTENT STRATEGY

- Contests:** Outline any contests you'll use to promote your content.
- Holidays:** Be sure to include important dates and holidays into your strategy.
- Trending Topics:** Monitor trending topics so you can chat daily on social media.
- Influencers + Guests:** Schedule postings dates with important influencers and guests.

## 5 MINUTES: RECOMMENDATION

Use this space to write a short description on your marketing strategy. Be sure to include tactics and channels including how you want to use social media, distribute content blogs, and videos, and rules for engaging with customers.

**THIS PAGE IS AN EXAMPLE. PLEASE USE  
THE NEXT PAGE FOR YOUR RESPONSES**

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## 6 MINUTES: MARKETING PLAN



## 4 MINUTES: CONTENT STRATEGY



## 5 MINUTES: RECOMMENDATION





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