

# CONTENT MARKETING PROJECT CHECKLIST

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CHECKBOX	ACTIVITY	OWNER	NOTES
	Create content marketing plan with objectives and S.M.A.R.T. Goals.		
	Capture the target audience persona(s).		
	Select which channels and promotion tactics you plan to deploy.		
	Ensure all budgets are set, negotiating if necessary.		
	Assign key roles and responsibilities.		
	Set expectations and deadlines.		
	Set up a detailed workflow plan.		
	Establish the key performance metrics to gauge success.		
	Set check-in dates for follow-up meetings.		
	Other		
	Other		

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