

Content Distribution Checklist

1. Should the content even be written?
2. Making distribution part of the ideation process
 - a. Don't create what you can't promote
 - b. Do a quick Google search for the topic and see what kinds of media show up
 - i. If it's video, do a video
 - ii. If it's images, do an infographic
 - iii. And so on...
3. Social media accounts
 - a. Social media lifespan is roughly one-two weeks (more like one)
 - i. You can extend that, but the original lift happens once or, far too often, never
 - ii. Think about exposure impact
 1. Long term - over 7(!) days
 2. Short term - under 7 days
 3. Ease - how easy it is to do
 - b. Facebook
 - c. Instagram
 - i. What images are you incorporating?
 - d. Pinterest
 - i. Same question as Instagram?
 - e. Twitter
 - f. YouTube
 - i. Are there video assets?
 - ii. How can the content be repurposed as video?
 - g. TikTok
 - i. Again, are there video assets?
 - h. LinkedIn (if B2B or employee focused)
 - i. Consider posting the content on LinkedIn as an article, not just a shared piece of content
 - i. Slideshare
 - i. Can the content be converted to a slideshow?
 - j. Medium
 - i. Create a version on our Medium page
4. Email
 - a. Draft strawman messages for each of the following groups
 - i. Regular email lists
 - ii. Existing clients
 - iii. Past clients
 - iv. Past prospects

- v. Current prospects
- vi. “Friends and family” (via email or Slack or text message or whatever your normal connection is)
 - 1. Employees
 - 2. Advisors
 - 3. Actual friends
- 5. Update existing website
 - a. Blog post or links to new content in existing relevant posts
 - b. Review product pages and include CTA if appropriate
- 6. Include influencers to get them to share it
 - a. Who are the influencers you need/want for the topic
- 7. Email signatures
 - a. What content do we want in our email signature? Add appropriate content to those signatures
- 8. Webinars
- 9. Non-marketing assets
 - a. Sales collateral
 - b. Customer service emails
 - c. Agency partners or other vendors