

# 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