

## Define Your Content Goals Checklist

Print off this checklist and tick off each step as you go through the '[Your Guide to Content Clarity with Goal-Driven Growth](#)' guide on our Talk About Digital Podcast website.

### Step 1: Setting Clear Goals

- Write down your top 3 business objectives.
- For each objective, create a SMART goal.
- For each objective, create a MASSIVE goal.
- Use the Impact vs. Effort chart to prioritise your goals.
- Start with one high-priority goal and plan your content strategy around it.

### Step 2: Knowing Your Audience

- Write down basic information for at least three customer personas.
- Identify their goals and challenges.
- Create detailed profiles with names, bios, and photos.
- Collect and review customer feedback from various sources.
- Note common themes and issues.
- Create a list of the top needs and pain points your audience has.
- Create a simple survey with 5-10 questions about your audience's preferences and challenges.

- Conduct interviews with 3-5 customers to gain deeper insights.
- Review your website and social media analytics to understand audience behaviour.

### **Step 3: Crafting Your Content Strategy**

- Decide which types of content align best with your business goals.
- Start with one or two content types and expand as you become more comfortable.
- Choose a calendar format that works for you.
- Plan monthly themes and weekly topics.
- Schedule specific posts and stick to your plan.
- Do keyword research for your content topics.
- Write titles and headings that include your keywords.
- Focus on creating high-quality, valuable content.
- Add internal and external links and use images with alt text.

### **Step 4: Writing with Clarity**

- Write a short paragraph about your product or service, using simple language and short sentences.
- Review your paragraph to ensure it stays on topic and uses the active voice.
- Outline your next piece of content using headings and subheadings.

- Use bullet points or lists to highlight important information.
- Keep your paragraphs short and include at least one visual break.
- Write a draft of your content and take a short break.
- Read your content aloud to check for errors and awkward phrasing.
- Use an online tool to review your content.
- Ask someone you trust to provide feedback.
- Make final edits to ensure clarity and conciseness.

## **Step 5: Visual Content and Design**

- Add at least one image or video to each blog post or social media update.
- Use infographics to explain complex information or data.
- Choose a colour palette that matches your brand and use it consistently.
- Pick 1-2 fonts that are easy to read and use them across all your content.
- Ensure your images are high quality and relevant to your content.
- Sign up for a free account on Canva and experiment with creating a social media post.
- Download a relevant high-quality image from Pexels or Unsplash for your next blog post.
- Try creating a simple infographic using Piktochart to visualise some data or process related to your business.

## **Step 6: Distributing Your Content**

- Identify the top 2-3 platforms your audience uses based on your customer personas.
- Research the demographics of these platforms to confirm your choices.
- Start sharing content on these platforms and monitor engagement.
- Create a list of content types and posting tips for each platform you're using.
- Develop a consistent posting schedule for each platform.
- Engage with your audience by responding to comments, messages, and participating in relevant discussions.
- Create a sign-up form and offer an incentive to join your email list.
- Segment your email list based on your audience's interests and behaviour.
- Write a draft of your next email newsletter with a compelling subject line and valuable content.
- Use an email marketing tool to design your email and schedule it for sending.
- Monitor the performance of your email and make adjustments as needed.

## **Step 7: Engaging with Your Audience**

- Add a question or CTA to your next social media post.
- Create a poll or survey on your social media platform.
- Plan a small contest or giveaway to encourage interaction.
- Monitor your social media channels and promptly respond to comments and messages.
- Thank customers for positive feedback and share it with your team.
- Address negative feedback professionally and seek to resolve issues.
- Schedule regular posts and interactions with your audience.
- Encourage customers to share their experiences and feature their content.
- Create and manage a Facebook group or online forum for your community.
- Plan and host a live video session to engage with your audience.

## **Step 8: Measuring Success**

- Identify the KPIs that are most relevant to your business goals.
- Set up tracking for these KPIs using tools like Google Analytics and social media insights.
- Set up Google Analytics and Google Search Console for your website.
- Regularly check the analytics sections of your social media platforms.
- Use your email marketing tool to monitor email performance.
- Schedule regular reviews of your KPIs.

- Analyse your best-performing content and identify common factors.
- Test new content ideas and strategies based on your findings.
- Use data to make informed adjustments to your content strategy.

## **Step 9: Scaling Your Content Efforts**

- Identify three pieces of high-performing content.
- Choose two different formats to repurpose each piece into.
- Schedule and share the repurposed content on appropriate platforms.
- Make a list of five potential influencers or businesses to collaborate with.
- Reach out to them with a proposal for collaboration.
- Plan and create collaborative content.
- List three repetitive tasks you can automate.
- Choose tools that suit your needs and set up automation for these tasks.
- Monitor the performance of your automated processes and make adjustments as needed.

## **Step 10: Staying Updated**

- Subscribe to three industry blogs or newsletters.
- Sign up for an upcoming webinar or online workshop.

- Join a relevant LinkedIn group or online forum.
- Find and start listening to a podcast related to your industry.
- Use Google Trends to identify a new trend related to your industry.
- Implement one new strategy or tool in your business and monitor its impact.
- Create a simple feedback survey for your customers.
- Schedule quarterly reviews of your strategies to make necessary adjustments.
- Identify a challenge in your business that may require expert help.
- Research and list potential consultants or agencies with expertise in your area.
- Set clear goals for what you want to achieve with professional help.
- Evaluate the potential ROI before making a decision.

By using this checklist and following the related guide on the TAD website you will understand everything you need to know to define your content goals to achieve positive business growth (increasing your new customers). Those customers that you 'want' to do business with.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.