

# Content Marketing Checklist for B2B Marketing Online

Blogging for your business is so much more than writing an article and throwing it up on your website. Publishing content that matters to your ideal clients that they want to read and share involves planning, optimizing, promotion, plus writing and editing to ensure that you create something that truly resonates with your ideal clients.

**Here are 5 critical steps:**

## 1. Planning and Research

- Use resources such as Google Keyword Planner, social media platforms (LinkedIn, Twitter, Facebook), and customer questions and comments to plan your blog topic.
- Take your audience and topic into consideration, choose the most appropriate format (blog post, video, infographic...) for your content.
- Search Google, social media platforms, and industry newsletters and publications for the latest news, trends, stats and other relevant information on your topic.

## 2. Writing Your Content

- Create a compelling headline/title for your content.
- Add sub-headers to your post to give readers a visual cue to what they will learn.
- Keep paragraphs short (around 2-3 lines or 75-100 words) to make it easier for readers to scan and read.
- Include visual elements such as images, graphics or videos to make the content more engaging.
- Use bullet points and lists to break up text and make it easy to read.
- Link to other valuable resources within your post to provide readers with additional information, without making the post too long.
- Include a short and appropriate call-to-action at the end to tell readers what you want them to do next.

### 3. Optimizing Your Content for SEO

- Aim for a blog posts that are 750-1500 words to improve your Google search rankings.
- Include your keyword phrase in your blog post title (H1).
- Add your keyword phrase in your sub-headers (H2, H3).
- Use your keyword phrase a few times throughout your post, without keyword stuffing.

### 4. Making It Shareable

- Create a custom graphic of your blog post title, to make the content more shareable and eye-catching in social media.
- Include tweetable quotes that allow your readers to take action.
- Increase engagement and time spent on your post by embedding a video (optional).
- Embed social media posts from LinkedIn, Facebook, Twitter or Instagram to increase engagement and grow your social media following.

### 5. Promoting Your Content

- Send a newsletter with a link and a brief summary of your post to your email list.
- Share your content as a LinkedIn status update on your personal profile and company page, plus in relevant groups.
- Share your content on other social media platforms that your readers are using.
- Look for any niche opportunities where you can share your content (hashtags, groups etc.)

Using a strategy like this content marketing checklist will make you more effective and efficient at creating and sharing content that your audience wants and needs, and that will represent your services professionally.