

# Content Marketing Strategy in 7 Easy Steps

## Your step-by-step checklist

Step 1: Document Your Goals (3-5 max)	Complete
1.	<input type="checkbox"/>
2.	
3.	
4.	
5.	
Step 2: Determine Your "One Thing"	Complete
One thing:	<input type="checkbox"/>
Step 3: Measure Your Content Marketing	Complete
Consumption metrics:	<input type="checkbox"/>
Sharing metrics:	
Lead generation metrics:	
Sales metrics:	
Step 4: Identify Your Top 5 Audiences	Complete
Audience 1:	<input type="checkbox"/>
Audience 2:	
Audience 3:	
Audience 4:	
Audience 5:	
Step 5: Research Audience Needs (5x5x5 methodology)	Complete
5x5x5 complete for top 5 audiences	<input type="checkbox"/>
Step 6: Create More Content With Less	Complete
Assets remixed and repurposed	<input type="checkbox"/>
Step 7: Create a Content Calendar	Complete
Content calendar complete	<input type="checkbox"/>