Content Checklist

- [ ] Does your customer want it?
- [ ] Does it contain elements that are engaging? Is it unique or humorous?
- [ ] Does it already exist?
- [ ] Does it contribute to your business goal?
- [ ] Are you posting it on the right channel?
- [ ] Is it SEO optimized?
- [ ] Has your competitor already done a similar piece?
- [ ] Does it feed the customer to other content pieces?
- [ ] Is there a Call-To-Action?
- [ ] Do you have a way of tracking performance?