

## Formatting Content Worksheet

Content marketing campaigns that drive business outcomes are formatted to provide a frictionless experience for customers and to ensure the content is optimized for distribution.

Here are the top considerations to keep in mind.

Steps	Action
1.	Define what goals this content campaign is focused on achieving.
2.	Identify what formats will be produced, like a podcast or blog post.
3.	Outline the elements of each format that impact whether the content is enjoyable to interact with. For example, the elements of a podcast you'd likely list are high-quality audio, an engaging host, a focused discussion, and an engaging title.
4.	Highlight examples of published content that demonstrate these formatting elements as a reference when you're ready to produce your own campaign.

5.	Set expectations with your audience about the focus of this content by accurately describing it through its title, description, associated social media posts, etc.
6.	Describe what calls-to-action will be added to encourage viewers, readers, and listeners to take the next step. These CTAs should align with this content's goals.
7.	List the keyword phrases that describe the topics this content addresses and include them naturally within the content for greater visibility in the search engines. For example, when producing written content, add the keyword phrases relevant to that campaign to the title, body of the work, and URL and in the subheaders that organize a resource into different sections.
8.	Specify how this content will be shared on social media for greater visibility. For example, brainstorm which social networks this content will perform the best on and identify aspects worth highlighting like an important takeaway or a statistic.