

SWOT checklist

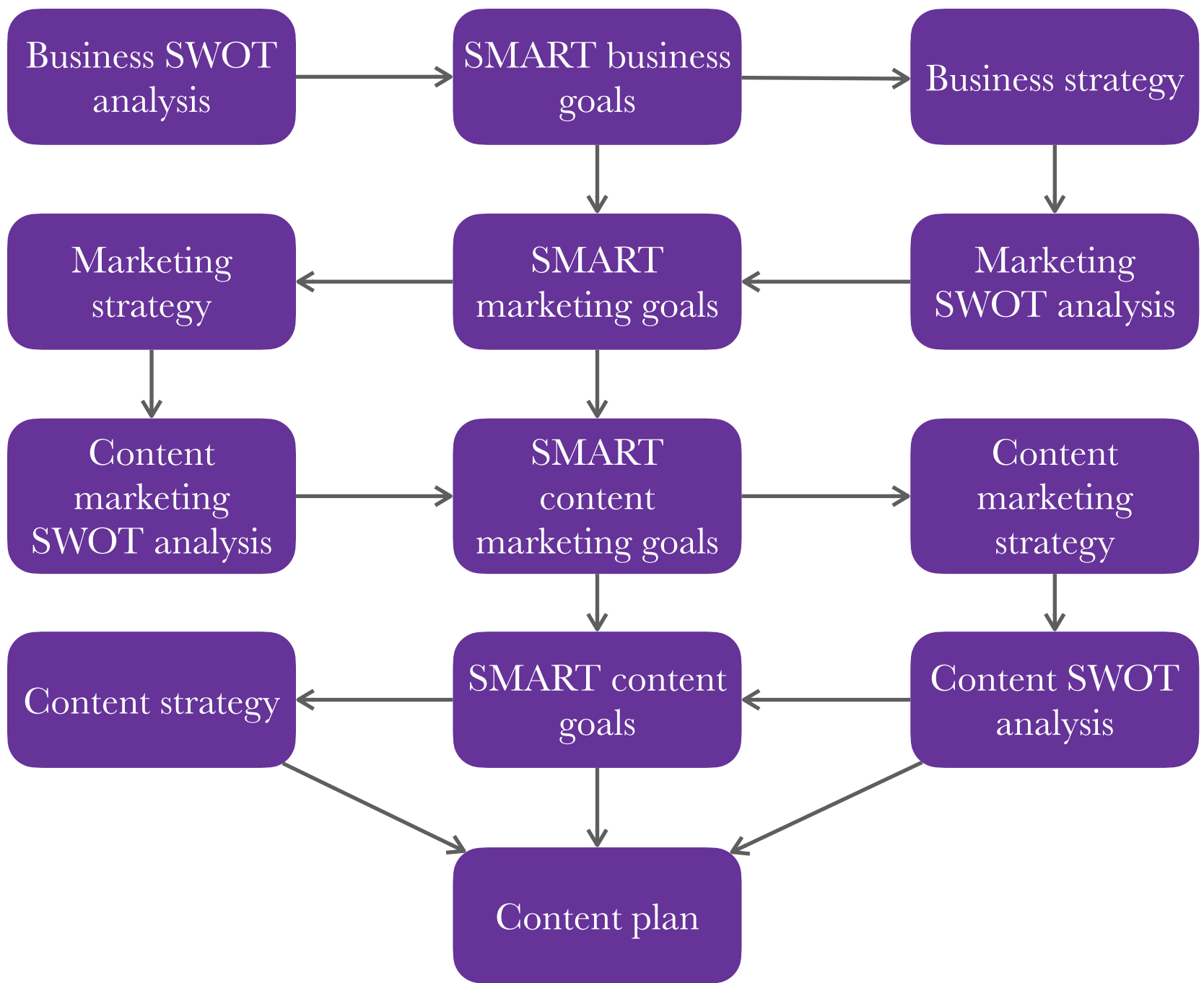
	Item	What it stands for	What to look at
■	S	Strengths	<p>What are your strengths in relation to the topic? For example: What strengths do you have as a business? Maybe you really understand your customers.</p> <p>What marketing strengths do you have? Maybe you have lots of testimonials or an in-house marketing expert.</p> <p>What strengths do you have in terms of content marketing? Maybe you have a large body of existing content.</p> <p>What content strengths do you have? Maybe your website has a high domain score, you have an excellent in-house content writer, or your existing content attracts lots of traffic.</p>
■	W	Weaknesses	<p>What are your weaknesses in relation to the topic? For example: What are your business weaknesses? Maybe you have trouble with accounting.</p> <p>What marketing weaknesses do you have? Maybe you don't have any marketing training.</p> <p>What are your content marketing weaknesses? Maybe you don't understand how content marketing differs from other forms of marketing.</p> <p>What are your content weaknesses? Maybe most of your existing content is focussed on one part of your sales funnel.</p>
■	O	Opportunities	<p>What opportunities could you make the most of? For example: What business opportunities do you see? Maybe there's a growing trend that means there's increased demand for a service that complements your existing services.</p> <p>What marketing opportunities could you use? Maybe there's an industry event coming up.</p> <p>What content marketing opportunities could you use? Maybe none of your competitors are using content marketing yet.</p> <p>What content opportunities do you see? Maybe you've identified a gap in the books that are available to your audience.</p>
■	T	Threats	<p>What threats could cause problems for you? For example: What are the threats to your business? Maybe there's a new competitor.</p> <p>What marketing threats are there? Maybe a new competitor has just launched a successful advertising campaign.</p> <p>What content marketing threats are there? Maybe your competitors all have really successful blogs.</p> <p>What content threats can you identify? Maybe a competitor has a really top-notch website and targets the same audience as you.</p>

SMART goals checklist

	Item	What it stands for	What it means
<input type="checkbox"/>	S	Specific, sensible, significant, simple	<p>SMART goals are simple, making them easy to understand and remember.</p> <p>But simple doesn't mean they're not going to make a big difference. The best goals result in decent improvements and so are significant for the business.</p> <p>Specific goals are more useful than broad goals because they're easier to aim for and achieve.</p> <p>And SMART goals make sense for the brand. Some people will aim for certain things because that's what their competitors are aiming for. But your business is unique so a competitor's goals may not be sensible for your business.</p>
<input type="checkbox"/>	M	Measurable, meaningful, motivating	<p>Setting measurable goals means there's an objective way to keep track of progress towards goals and to determine whether you've been successful.</p> <p>SMART goals have meaning or purpose. For instance, increasing the number of social media likes posts gets is a fairly common goal, but what does that actually get a brand? Likes can increase the number of people outside your network who see your posts. They can also help brands test out ideas to see what resonates with their audience. But likes don't mean people have actually viewed the entire video or read the blog post you shared. So critically assess your goals to ensure they actually mean something to your business.</p> <p>SMART goals are also motivating. When you set a goal that encourages you and/or your team members to do better, you can achieve great things. On the other hand, if goals are out of reach or too ambitious, they can discourage people from trying because they think they'll fail. Goals that don't offer much of a challenge also cause problems because people are often less enthusiastic or they can become complacent and their development can stagnate.</p>
<input type="checkbox"/>	A	Achievable, agreed	<p>There's no point setting a goal you can't possibly achieve.</p> <p>It's also important that everyone on your team agrees to strive toward your goal, otherwise those that disagree, aren't likely to do their best to achieve the goal.</p>
<input type="checkbox"/>	R	Relevant, resourced, results-based	<p>Irrelevant goals obviously aren't going to be very helpful, so that's really just a 'sanity check'.</p> <p>Setting results-based goals will enable you to more easily measure your progress and success. You can set idealistic goals, but also including the results that you want to achieve as a result of those ideals helps everyone understand the value of the goal.</p> <p>It's very common, especially in larger organisations, for upper management to set worthwhile goals without ensuring staff have the resources they need to achieve those goals. When you're setting goals, you'll be far more likely to achieve them if you think about the time, money and other resources that will be required to achieve them.</p>
<input type="checkbox"/>	T	Time-bound, timely	<p>SMART goals specify a timeframe within which you're going to aim to achieve them and that timeframe makes sense within the context of your business. This is important as it gives you a deadline to focus on and work towards, and it prevents procrastination. It also helps prevent distraction and stops your everyday to do list from taking priority over your long-term goals.</p> <p>SMART goals are also timely in that it makes sense to aim for them now. As an example, launching a new toy before Christmas could be a great move because you can market it to parents who are shopping for Christmas presents. But deciding to start designing a new toy in October might not make sense if it's unrealistic to expect it to be ready for purchase that quickly.</p>

SMART goals questions to answer

	Question	Answer
<input type="checkbox"/>	What do I want to accomplish?	
<input type="checkbox"/>	Why is that goal important?	
<input type="checkbox"/>	Who is involved?	
<input type="checkbox"/>	Where is it located?	
<input type="checkbox"/>	Which resources or limits are involved?	
<input type="checkbox"/>	How will I know when this goal is accomplished?	
<input type="checkbox"/>	How realistic is this goal? E.g. can I achieve this within my available budget?	
<input type="checkbox"/>	Is this goal a good fit with my other goals?	
<input type="checkbox"/>	Is this goal worthwhile?	
<input type="checkbox"/>	When could I realistically achieve this goal?	
<input type="checkbox"/>	What can I do in the next six months?	
<input type="checkbox"/>	How can I capitalise on my or my business's strengths?	
<input type="checkbox"/>	How can I compensate for or overcome my weaknesses?	
<input type="checkbox"/>	How can I make the most of existing and future opportunities?	
<input type="checkbox"/>	How can I overcome or mitigate threats?	



Content strategy checklist

	Item	Item location (URL or folder location)
<input type="checkbox"/>	Business SWOT analysis	
<input type="checkbox"/>	SMART business goals	
<input type="checkbox"/>	Business strategy	
<input type="checkbox"/>	Marketing SWOT analysis	
<input type="checkbox"/>	SMART marketing goals	
<input type="checkbox"/>	Marketing strategy	
<input type="checkbox"/>	Content marketing SWOT analysis	
<input type="checkbox"/>	SMART content marketing goals	
<input type="checkbox"/>	Content marketing strategy	
<input type="checkbox"/>	Content SWOT analysis	
<input type="checkbox"/>	SMART content goals	
<input type="checkbox"/>	Content strategy	
<input type="checkbox"/>	Content plan	