

2020 Optics Content Marketing Checklist

Define your content strategy

Pay attention to what your competition is writing

Take a close look at your UX and make updates if needed.

Research the best topics for your targeted industries/applications

Make sure that your content matches your sales funnel (customer journey)

Talk with your sales team for ideas and synergy

Loop in customer support to identify and address client problems

Research other channels that your customers like to use

Maximize your website's SEO performance

Video is still king in 2020 - Create short videos for social media use

Consider creating longer videos or a webcast series on YouTube

Create infographics to explain data heavy topics

Create and test interactive content (polls, quizzes)

Share stats or published articles on related topics

Create guides and share by email

Look for joint brand promotion opportunities

Work with micro-influencers - (1,000 - 5K followers)

Live-streaming is only getting bigger. Try some Q&A

Determine your best performing / evergreen topics and pages

Think about Conversational marketing, one-on-one conversations

Go back and update articles for better SEO performance

Think about mobile or voice search if you are a retailer

Monitor your search terms for brand words trending



*Need a custom content marketing strategy
or help with creating content elements?
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can help your team grow this year.*

