

THE DIGITAL FUNNEL CHECKLISTS

ACTIONABLE FRAMEWORKS FOR SMARTER, FASTER, MORE PROFITABLE DEMAND GENERATION.

B2B CONTENT MARKETING STRATEGY CHECKLIST

A checklist for teams scaling content that earns attention, trust, and demand.

✓ Audience & Strategy

- ☐ Validate ICP pain points through research and customer insights.
- ☐ Map content to each stage of the funnel and buying committee member.
- ☐ Align content goals with demand gen KPIs.

✓ Content Operations

- ☐ Build a content calendar for themes, formats, and distribution.
- ☐ Document brand voice and editorial guidelines.
- ☐ Implement workflows for approvals, editing, and publishing.

✓ Creation & Personalization

- ☐ Produce a mix of long-form (reports, guides) and short-form (snippets, posts).
- ☐ Personalize content by industry, role, and buying stage.
- ☐ Use AI to accelerate drafts—human-edit for strategy and tone.

✓ Distribution & Promotion

- ☐ Deploy content across email, social, paid, and partner channels.
- ☐ Repurpose key assets (reports → carousels → videos → emails).
- ☐ Amplify content through thought leadership posts.

✓ Measurement

- ☐ Track engagement, time on page, CTA performance.
- ☐ Measure content-assisted pipeline and revenue.
- ☐ Identify content gaps and update quarterly.

✓ SEO & Optimization

- ☐ Conduct keyword research aligned with ICP pain points and intent.
- ☐ Optimize on-page elements (H1s, meta descriptions, internal links).
- ☐ Refresh and update top-performing content quarterly.
- ☐ Ensure technical SEO basics are in place (speed, mobile, indexing)

✓ Governance & Quality Control

- ☐ Establish a review process for accuracy, compliance, and brand consistency.
- ☐ Create a versioning system for updates and historical tracking.
- ☐ Train team members on content accessibility standards.
- ☐ Set clear ownership for each content type (editor, SME, approver).