

Strategic Content

10 Point Checklist

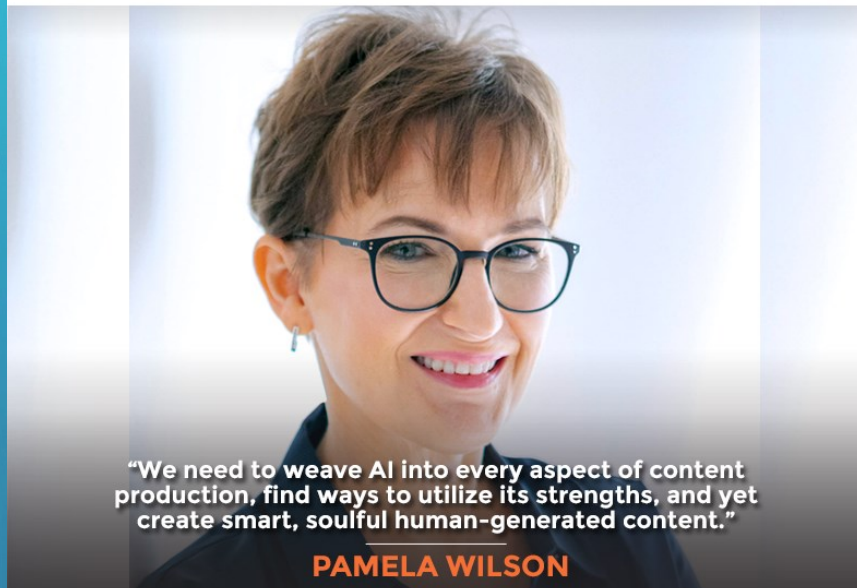
Pamela Wilson

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



"We need to weave AI into every aspect of content production, find ways to utilize its strengths, and yet create smart, soulful human-generated content."

PAMELA WILSON

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Strike a balance between integrating AI and maintaining a human touch in my content production. Use AI tools such as ChatGPT as a supplement to generate ideas and refine copy.
- Master a specific content marketing software tool before jumping to another tool. Remember, optimized results require focused effort.
- Leverage written and video content to maximize my content production. By combining these two mediums, I can reach a wider audience and engage them in different ways.
- Implement fact-checking and validation on the content generated by the AI tool. Ensure that the prompts fed on AI generate factual information.
- Publish often on my platforms to gain confidence and signal search engines to my authority. Prior to focusing on in-depth content, it is important to create frequent content.
- Create a long-term vision when planning a content calendar. Start with an annual plan and break it down into quarterly and monthly goals.
- Align my content across different platforms to tell a cohesive story. This is crucial to maintain brand consistency and to effectively engage audiences.
- Prioritize updating the traffic and relevance of my evergreen content, such as podcast episodes and blog posts. Focus on the pieces that receive the most views and ensure they're still accurate.
- Consider re-recording podcast episodes or replacing outdated written content when revamping content. Use AI tools to analyze transcripts and summaries to quickly identify obsolete information.
- Create a master index of all my content, whether written or audio-based, to gain a comprehensive overview. Think of myself as a content librarian and strategically organize my content.
- Learn more about Pamela Wilson, her content marketing expertise, and how she can help build my business online via her [website](#).