



MARKETING CHECKLIST

The “STEPPS” of Content Marketing

Social Currency: shareable information is that which holds social currency; makes users look good to others

Triggers: something that is easy to remember about a product or idea

Emotion: messaging with emotional content

Public: something built to show & built to grow; basically something formatted to be shared

Practical Value: messaging with relevant value to user

Stories: communicate stories that resonate with your brand’s message

	Business			Personal	
	Youtube	Facebook	Instagram	Facebook	Instagram
Sunday	Vlog Video	Vlog Video	Vlog Video		
Monday	Vlog Video	Phoenix tip of the day	Phoenix tip of the day	Free Content	Phoenix tip of the day
Tuesday	Vlog Video	Client Video Testimony	Client Video Testimony		Free Content
Wednesday	Vlog Video	Phoenix tip of the day	Phoenix tip of the day	Picture of CEO and Tip	Story
Thursday	Vlog Video	Client transformation picture	Client transformation picture		Phoenix tip of the day
Friday	Vlog Video	Phoenix tip of the day	Phoenix tip of the day	Free Content	Free content
Saturday	Vlog Video	Super Saturday: Video Testimony of the week	Super Saturday: Video Testimony of the week		