

# Content Marketing Project Management Checklist

- ☐ **Define your objective:** Set a clear goal that aligns with your overall business objectives for the content marketing project.
- ☐ **Select channels, tactics, and strategies:** Determine the specific channels, tactics, and strategies you'll employ for your project before starting.
- ☐ **Set deadlines:** Establish deadlines for each step of the project to ensure timely completion and avoid scope creep.
- ☐ **Set budgets:** Determine project budget and negotiate for additional funds if needed.
- ☐ **Delegate tasks:** Assign appropriate team members to specific tasks.
- ☐ **Outline project completion steps:** Document each step required to complete the project, creating a project-specific checklist.
- ☐ **Establish success metrics:** Define measurable criteria to determine project success and gauge performance.
- ☐ **Schedule check-in meetings:** Set dates for regular check-in meetings to discuss project progress and maintain open communication to meet deadlines.