

CONTENT CREATION

Workflow Checklist

Use this checklist to guide your content from idea to execution. Whether you're creating a blog post, social media campaign, or design project, this process will help you stay organized and intentional.

Phase 1: Ideate

- Define your target audience
 - Identify the goal of your content (educate, engage, convert)
 - Brainstorm ideas (mind map or sketchstorming)
 - Research trends and keywords (Google Trends, SEO tools)
 - Analyze competitors or similar content
 - Choose your strongest concept
 - Outline key messages or takeaways
 - Organize ideas in a content planning tool (Trello, Notion)
 - Confirm alignment with brand voice and strategy
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Phase 2: Create

- Write initial draft (blog, script, captions)
- Design visuals (graphics, layouts, branding elements)
- Capture or source media (photos, video, audio)
- Edit visuals (color, lighting, composition)
- Ensure brand consistency (fonts, colors, tone)
- Prepare content for platform-specific formats (IG, LinkedIn, blog, etc.)

Phase 3: Revise

- Review content for clarity and flow
- Edit grammar, tone, and readability
- Refine visuals and layout
- Gather feedback (team, peers, or stakeholders)
- Implement revisions
- Finalize content and confirm approvals

Phase 4: Amplify

- Optimize for SEO (keywords, headlines, alt text)
- Write platform-specific captions or descriptions
- Schedule and publish content
- Share across multiple platforms
- Repurpose content (blog → social → email)
- Monitor performance (engagement, clicks, conversions)
- Reflect on what worked and what can improve

