

CONTENT MARKETING WORKFLOW CHECKLIST

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1. IDENTIFY THE TASKS

Ask team members:

	Explain your role in the process
	What are your tasks? (be detailed and specific)
	How do you get information?
	Who do you get information from?
	Who do you deliver your work to?

2. IDENTIFY THE TIME FRAMES

	Gather time per task from previous projects
	Track time per task on current projects
	Learn the average time, as well as minimum and maximum time, it takes to complete each task
	Find out how many times a task is sent back or rejected
	Find out how many times an item requires extra clarification
	Map out tasks chronologically

3. ASSIGN RESPONSIBILITY TO OVERSEE THE WORKFLOW

This person must:

	Understand the workflow process
	Look at the workflow with an outside perspective
	Monitor for issues or bottlenecks
	Ensure everyone has enough information to perform their tasks
	Look for ways to eliminate, revise, or automate a task or process

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