

# Strengths and Weaknesses of Our Content Marketing Program

Name: \_\_\_\_\_

## Directions

Please complete and return before our next partner meeting. Identify whether each criteria is a strength or weakness for our firm:

	<p><b>Overall content marketing culture for our firm</b> On a scale of 1 to 10 (10 = extremely strong) where do you think our firm's culture is relative to content marketing?</p>
	<p><b>Overall content marketing culture for your niche</b> On a scale of 1 to 10 (10 = extremely strong) where do you think your niche practice is relative to content marketing?</p>

Strength	Weakness	
		We tie our content marketing strategies and tactics into our new business goals
		We put enough resources – time, budget, people – into our content marketing program
		We use content marketing effectively to build our firm's brand
		We use content marketing effectively to generate leads with offers, call to actions, and landing pages on our website
		We use content marketing effectively to build the personal brands of our partners and subject matter experts
		Our reluctant rainmakers are active content marketers
		We request that younger rising stars in the firm be active content marketers
		We have a blog and marketing technology/infrastructure for blogging
		We have a YouTube channel and have video on our website



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Strength	Weakness	
		Prospects and clients can get articles and/or alerts on our website
		We have an eNewsletter
		We use our eNewsletter to present offers, like whitepapers or seminars
		We have the marketing technology and analytics capability to measure the ROI of our content marketing efforts
		We have and use social media accounts to promote our content and drive prospects and clients to our website
		We have an effective email database that is clean and compliant with CANSPAM regulations
		We enable anyone to contribute content
		Our partners and subject matter experts understand the value and need for content marketing
		We regularly communicate the results of content marketing activities to our partners and subject matter experts
		We have an incentive program to encourage content marketing
		We reward prolific content writers
		Our managing partner leads by example and is an active player in the firm's content marketing program
		Our niche practice leaders lead by example and are active players in the firm's content marketing program
		We repurpose content into many different formats, for example, turning a slide presentation into blog posts
		We require our staff – at all levels – to be active in our content marketing program
		We let our partners and subject matter experts contribute content in a manner that best suits them
		We provide training on content marketing
		We have resources to help partners and subject matter experts develop and publish their content
		We share the successes of our content marketing program with partners and subject matter experts

**Thank you for your participation and cooperation!**



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