

# PLUG - AND - PLAY content marketing checklist



EmpowHERed  
Entrepreneurs  
of Facebook  
BIT.LY/EMPOWHERYOURBIZ

- ✓ **CONTENT TOPIC** Hypo Allergenic Handmade Soap
- ✓ **MAIN OBJECTIVE** Sell the soap to customers with sensitive skin
- ✓ **TARGETED AUDIENCE** Customers with allergies and sensitive skin
- ✓ **SEARCHABLE KEYWORDS** gentle, hypo-allergenic, free and clear, soothing
- ✓ **CLEAR CALL TO ACTION** Order a 2 pack today before they sell out again!

## CAPTION BRAINSTORM

Back by popular demand, our Gentle Soap! Free of harsh chemicals and fragrances, you can count on our soothing soap to revitalize your skin. Hypo-allergenic and gentle enough for all members of the family!

## RELEVANT HASHTAGS

#SulfateFree  
#Hypoallergenic  
#bathandbody  
#gentle  
#handmade

- ✓ **HIGH QUALITY IMAGE (WITH CREDIT WHEN NECESSARY)**
- ✓ **SIZED CORRECTLY FOR PLATFORM BEING POSTED TO**

repurpose for:

- ☐ EMAIL
- ☒ INSTAGRAM
- ☐ PINTEREST
- ☒ BLOG
- ☐ FACEBOOK
- ☒ TIKTOK
- ☐ LINKEDIN
- ☐ TWITTER
- ☐ YOUTUBE

SCHEDULED LAUNCH DATE:

03 / 01 / 22

# PLUG - A N D - P L A Y

# content marketing

## checklist



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☐ CLEAR CALL TO ACTION \_\_\_\_\_

CAPTION BRAINSTORM

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# content marketing

## I D E A   B A N K

- HOLIDAYS
- FUN FACT
- PRODUCT RELEASE
- LEAD MAGNET
- BEHIND THE SCENES
- SHARE A POST
- UGC (USER-GENERATED CONTENT)
- PROMO OFFER
- CELEBRATE BUSINESS MILESTONE
- BEHIND THE SCENES OF PRODUCT/ SERVICE CREATION
- INSPIRATIONAL QUOTE
- CREATE A POLL/ASK A QUESTION
- YOU USING YOUR PRODUCTS/SERVICE
- CLIENT TESTIMONIAL
- SHORT DIY/TRAINING TIP/HOW TO
- GRATITUDE POST
- SHARE A COMPANY CORE VALUE
- ANSWER A FREQUENTLY ASKED QUESTION
- SHARE ANOTHER SOCIAL PROFILE OF YOUR BIZ
- OPT-IN BEFORE NEWSLETTER IS SENT
- TEAM PROFILES
- INDUSTRY NEWS
- SURVEY RESULTS
- A DAY-IN-THE-LIFE
- FAVE PODCAST
- A FREE RESOURCE OR GUIDE
- AN OLD BLOG POST
- CONTEST
- QUESTION OF THE DAY
- GIVEAWAY
- INSPIRATIONAL IMAGE