

# 4 SIMPL. steps to content success

1

## PLAN YOUR GOALS

You need a differentiated content strategy that brings together goals and priorities, creating ownable IP.

2

## PREPARE YOUR CONTENT

Whether it's an editorial calendar, a content audit or or brief, a consistent prepared way to deliver and execute on content is key.

3

## PUBLISH AND DISTRIBUTE

Is your content consistent across all touchpoints? You need a distribution strategy that scales.

4

## PERFECT AND MEASURE

Are you looking back to look forward? Being data and customer driven is a key pillar of content success.



Make it SIMPL.