

CONTENT MARKETING WORKFLOW

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PROJECT NAME

PROJECT MANAGER

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PROJECT STEP AND WORKFLOW TASKS	PERSON RESPONSIBLE	DEADLINE	APPROVAL
IDEA			
Idea			
Research			
PLAN AND ASSIGN			
Content Types Identified			
Content Assignments Made			
CREATE			
Write Article			
Write Social Media Content			
Design Graphics			
REVIEW AND APPROVE			
Review and Approve Article			
Review and Approve Social Content			
PUBLISH AND PROMOTE			
Schedule Social Posts			
Publish Content			
Contact Influencers			
MEASURE AND ARCHIVE			
Measure Results			
Archive Assets			

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