CONTENT MARKETING FOUNDATIONS / RESOURCE 03

Review the work. Improve the next plan.

Use a small number of useful signals. Compare like with like and record what you would try next.

- [ ] The audience and objective are still clear.
- [ ] Every planned item answers a useful question.
- [ ] Each item has one realistic next action.
- [ ] The calendar includes discovery, comparison and decision content.
- [ ] Links, resources and publication details have been checked.
- [ ] One person owns each item.

Question	Signal / data source	What we noticed
Did people find it?	Relevant reach or visits	
Did it help them engage?	Useful clicks, replies or saves	
Did they take the next step?	The action from the brief	

One thing to keep doing

One thing to change next time

Our next question or test

Keep the conclusion proportionate. A short planning period offers clues, not proof that one topic or format will always perform best.