

Flagship Content Checklist

Key Components of Flagship Content

- Single Piece of Content**

Flagship Content must be a single, comprehensive, and cohesive message. Later you can parcel out pieces of your content.

- Well Informed**

The material should be a researched, defensible position you articulate. Not just a strong opinion. Make sure to backup your information with data.

- Unique & Insightful**

Can you build on a brand pillar, experience or insight that is uniquely yours?
Can you add a unique perspective to an existing industry best practice?

- Something of Substance**

Invest the time to build out a robust argument with as much detail and depth as possible. Flagship Content is a “long-form” content.

- Springboard for Other Content**

More content can be parceled out from your Flagship Content piece and distributed throughout the year.

- Shareable**

The message you deliver should inspire AND inform your audience. Include shareable items in your content such as images, quotes, or quotes.

- Measurable**

Make sure you can distribute content in a way you can monitor and measure. Stay accountable by sharing metrics with peers and collecting feedback.

- Supported & Used by Employees**

Authenticity is the golden rule with all content. This strategy will not work if it is just a piece from the marketing department.