



Content Marketing QA and Distribution Form

Title: _____

Writer: _____ QA date: _____ Publish date: _____

Content type:	<input type="checkbox"/> Blog post	<input type="checkbox"/> News post	<input type="checkbox"/> Team member spotlight
	<input type="checkbox"/> How-to guide	<input type="checkbox"/> Calendar event	<input type="checkbox"/> Coupon/promotion
	<input type="checkbox"/> FAQ	<input type="checkbox"/> Tumblr post	<input type="checkbox"/> SEO keyword article

Blog address: _____

Keywords: _____

Video(s):
[] _____

Notes: _____

Tags (if applicable): _____

Word count: _____

QA Person 1: _____
QA Person 2: _____
Final approval: _____

OSCAR Content Syndication Process

Owned sites

Social media
[] Twitter _____ over _____ days/weeks/months
[] Facebook
[] Instagram
[] Pinterest
[] Google+
[] Other

Community commenting (article comments, BBSs, QA sites)

Article and knowledge sites (internal or external)

Redistribution (other brand sites to use this content)

