

11 HABITS OF **SUCCESSFUL** CONTENT MARKETERS

- 1 I see the content team as an **extension of my team**
- 2 We're constantly working to **build a partnership**
- 3 Expectations have been clearly **defined and understood**
- 4 We're constantly **sharing and updating the content team** on our business
- 5 We're **internally aligned** before briefing the content agency
- 6 **Briefs are clear** and thorough and ensure the content team is aligned
- 7 We're planning to succeed by **allowing enough time** for the content agency to do the job
- 8 Key **personnel and decision makers are accessible** to the content team and communication channels are open
- 9 **Feedback is specific** and unemotional
- 10 There are **clear rules** for inter-agency collaboration
- 11 We attend **regular management check-ins** with the content agency

