

CONTENT DEVELOPMENT PROCESS



COMPASS MARKETING

1

Identify subject matter & targeted marketing vehicles.

(Ex.: “Brochure and website for plasma TVs”)

2

Establish communication objective & targeted audience with client.

(Ex.: “Educate purchasers on the benefits of plasma TV’s.”)

3

Collect and analyze existing reference and published material, if any.

(Ex: websites, news releases, competitor resources)

4

Construct framework of project based on stage #2

(Ex: Index, headers, sequence of sections, approximate word count)

5

Draft preliminary copy of targeted pages

6

Review and edit with client

7

Proofread