

Content Marketing Platform Requirements (sample)

1 = must have
2 = good to have
3 = cherry on the cake

Content Development and Workflow Management	How important it is? (based on company priorities)	Vendor 1	Vendor 2	Vendor 3	Vendor 4	Vendor 5
Workflow management capabilities	1					
Ability to create different workflows based on content type and link those workflows to campaigns	1					
Ability to view all assets & status of assets related to a specific campaign	1					
Attach to asset and campaign name additional information such as persona, asset type, brand attribute	1					
Ability to send emails to content owners, content requestor or project managers about changing status of developed asset	1					
Ability to send emails to task owners informing them of task and work assigned	1					
Ability to provide workflow capabilities for translation and associate workflow to master assets, campaigns etc.	1					
Editorial Calendar						
Editorial calendar management	1					
Capability to view content development requests by content type, campaign and persona, where contributors can view tasks assigned	1					
Ability to share internally the editorial calendar	1					
Ability to view production and publication calendars	1					
Content Management						
WYSIWYG editor for direct publishing, meeting requirements to publish to blogs and major social media platforms	1					
Ability to manage all content development requests: ebook, infographic, whitepapers, rich media content	1					
Integration with existing stack and Distribution functionality						
Ideally connect to company's DAM to pick up imagery and post content	1					
Ability to integrate with blog platforms (e.g. WordPress)	1					
Ability to connect to existing email platforms for content to be emailed as part of newsletter	1					
Ability to integrate with corporate web CMS	1					
Ability to connect to Marketing Automation platforms (e.g. Marketo, Eloqua, etc.) for reporting information as well as to send content to be distributed via email or on landing page	1					
Ability to connect to CRMs (e.g. Salesforce)	1					
Ability to connect to social media publishing tools (e.g. Sprinklr)	1					
Sales enablement: ability to provide shared content to sales	1					
Analytics & Insights						
Content Performance - Content Pipeline contribution	1					
Top performing content list by persona, by campaign , by brand attribute	1					
Amplification and engagement rate on content whether or not we use their platform for distribution	1					
Internal consumption: which content assets are most used by sales and in which part of the buying process	1					
Localization rate: how much content assets have been internally consumed and localized	1					
External consumption: which content are customers consuming in which part of the buying cycle	1					
Insights and recommendations	1					
Mobile						
Availability as app for Smartphones and Tablets	1					

