

# EOS Core Process: Content Creation and Distribution

Process Owner: [Person from EOS Accountability Chart]

Last Updated: [Date]

Review Date: [Next quarterly review date]

## EOS Integration

Connected EOS Tools:

Related EOS Rocks: [Current quarter Rocks that improve this process]

EOS Scorecard Metrics: [Weekly numbers tracked for this process]

Accountability Chart Connection: [Which seat owns this process]

## Process Overview

Purpose: Consistently produce and distribute valuable content that attracts and engages target audience

## High-Level Steps

1. Plan content calendar and themes
2. Research and outline content
3. Create content assets
4. Review and approve content
5. Distribute across channels
6. Monitor performance and engagement



# Core Process Detailed Steps

## Step 1: Plan Content Calendar and Themes

- Review company goals and marketing objectives
- Identify monthly themes aligned with buyer journey
- Map content types to distribution channels
- Create editorial calendar with publishing dates
- Assign content owners and deadlines

## Step 2: Research and Outline Content

- Conduct keyword research for SEO optimization
- Analyze competitor content and identify gaps
- Interview subject matter experts (SMEs)
- Create detailed content outlines
- Gather supporting data, quotes, and resources

## Step 3: Create Content Assets

- Write/produce content according to brand guidelines
- Create supporting visuals (images, graphics, videos)
- Optimize content for target keywords
- Include clear calls-to-action
- Ensure content meets accessibility standards

## Step 4: Review and Approve Content

- SME review for technical accuracy
- Legal/compliance review if required
- Brand/messaging review for consistency
- Copy edit for grammar and style
- Final approval from content owner

## Step 5: Distribute Across Channels

- Publish to primary channel (blog, website)
- Share on social media platforms
- Include in email newsletters
- Submit to relevant industry publications
- Update internal knowledge base/resources

## Step 6: Monitor Performance and Engagement

- Track views, engagement, and conversion metrics
- Monitor social media mentions and comments
- Respond to comments and questions
- Identify top-performing content for repurposing
- Document lessons learned for future content

# Quality Standards & Success Metrics

Must-Have Standards:

- [ ] Standard 1 (measurable)
- [ ] Standard 2 (measurable)
- [ ] Standard 3 (measurable)

EOS Scorecard Metrics:

Weekly Metric 1: [Target number]

Weekly Metric 2: [Target number]

Monthly Metric: [Target number]

Accountability: Marketing team owns all steps

SMEs provide input in steps 2 & 4

Frequency: Weekly content creation, daily distribution monitoring

Success Metrics: Content views, engagement rate, lead generation, organic traffic growth

## Process Connections

Receives From: [Which EOS core process feeds into this one]

Hands Off To: [Which EOS core process this feeds into]

Dependencies: [Other processes or resources needed]



# Tools & Resources

## Required Systems/Tools:

Tool 1

Tool 2

## Template/Document links

Training Materials:

Link to training video

Link to detailed SOPs (if needed)

Onboarding checklist

## Troubleshooting & Common Issues

If [Problem], Then [Solution]:

Problem 1 → Solution 1

Problem 2 → Solution 2

Problem 3 → Solution 3

Escalation: [When to involve process owner or leadership team]



# Process Improvement

Last Quarter's Improvements: [What was changed and why]

Current Issues to Address: [Items for next EOS Rock or Level 10 discussion]

Issue 1

Issue 2

Ideas for Next Quarter: [Potential improvements to consider]

Approval & Sign-Off

Process Owner Approval: [Name + Date]

Leadership Team Review: [Date reviewed in Level 10 or quarterly]

Next Review Date: [Align with EOS quarterly cycle]



# Quick Reference Card

[One-page summary of key steps for daily use]

## The 5 Key Steps:

[Step 1 summary]

[Step 2 summary]

[Step 3 summary]

[Step 4 summary]

[Step 5 summary]

Key Metrics: [2-3 most important numbers to track]

Emergency Contacts: [Who to call if process breaks down]

