

# 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**